

LIFE

JACK BENNY, SQUIRE OF HOLLYWOOD
MACPHAIL: HOW TO SAVE BASEBALL
U.S. CIVIL WAR, BY CHURCHILL



U.S. GIRL IS QUEEN
OF GERMAN 'FASCHING'

FEBRUARY 24, 1958 **25** CENTS

Quality at your feet...



It's your idea—the new **Easeful American Fashion—**

a reflection of your smart flair for fashions that are as lovely to wear as they are to look at. Exhibit A—**Pogosoles by Air Step.**

Our very American version of the new Italian walking shoe in glove-soft calf or perforated pigskin. Both on cushiony "spring-forward" crepe soles. 11.95

Other styles, 9.95 to 13.95

Higher Denver West and Canada

Air Step.



As sketched by Dora
in the garden at the
Museum of Modern Art.

AIR STEP DIVISION, BROWN SHOE COMPANY, ST. LOUIS. ALSO MADE IN CANADA BY SCOTT SHOE COMPANY, LTD.

B.F. Goodrich

Smileage!



SAME TIRES THAT COME ON NEW '58 CARS! Automakers tested B.F. Goodrich Deluxe Silvertowns on their own proving grounds, drove them harder than you ever will. And because B.F. Goodrich Silvertowns came smiling through every rugged test, you can count on them for miles of trouble-free driving. That's Smileage!



THEY'RE BUILT TO GIVE YOU SMILEAGE—across the country or around the corner! B.F. Goodrich knows how to make tires you can depend on. We made the first pneumatic tires for an auto manufactured for sale in America. We invented the tubeless tire. Now we've put our whole 87 years' experience into new B.F. Goodrich Silvertowns.



IT'S EASY TO BUY SMILEAGE! Your nearby B.F. Goodrich dealer can solve your tire worries now. He's in the Yellow Pages under *Tires*. Get a set of B.F. Goodrich Silvertowns at prices to make your wallet smile—4 tires for only \$4 down! B.F. Goodrich Tire Company, A Division of The B.F. Goodrich Company.

DRIVING WAS MEANT TO BE FUN!

GET B.F. Goodrich Silvertowns AND

STOP WORRYING ABOUT YOUR TIRES!

© The B.F. Goodrich Company

This One



84PW-QLD-DJ8G

Copyrighted material

**"What!
LIFE INSURANCE
AT A DISCOUNT?"**

**"Yes, MONY
does it!"**



**Before you buy any life insurance, be sure to find out
how **Mutual Of New York** offers you lower rates on larger policies!**

Now, by bringing the modern, money-saving *discount* principle to life insurance, MONY makes it easier for you to buy the amount of insurance you really need.

Here's how it works: Right now, on almost all types of new individual life insurance policies, MONY offers you an annual premium discount of \$1.25 per thousand on policies with face amounts of \$5,000 and over. And you get an

even larger discount of \$2.00 per thousand when the policy is for \$10,000 or more. Over the years, your total premium reductions may well amount to *hundreds of dollars*! For example, on a policy with a \$10,000 face amount, you would pay \$400 less in premiums over a 20-year period.

If you need life insurance for retirement, college education, or security for your family, MONY's Discount Plan can play a vital part in

strengthening your personal insurance program. If you would like further information about MONY's Discount Plan, we'd be happy to send you our free booklet, "LIFE INSURANCE AT A DISCOUNT".



MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N.Y.
Offices located throughout the United States and in Canada

FOR LIFE, ACCIDENT & SICKNESS, AND GROUP INSURANCE
MONY TODAY MEANS MONEY TOMORROW!

**For your FREE copy,
mail this coupon today!**

Mutual Of New York, Dept. L-28
Broadway at 55th Street,
New York 19, New York

I would like a copy of your free
booklet, "LIFE INSURANCE
AT A DISCOUNT".

Name

Address

City County
or Zone State

Occupation

Date of Birth





Here's a man your wife should know

(If you own a Plymouth, Dodge, De Soto, Chrysler or Imperial)

She (and you) should get to know him very well because *he knows your car*. He's the MoPar man in your community—your "Forward Look" car dealer or leading independent serviceman.

His specialty is *keeping you proud . . . keeping your car looking and operating like a million*.

And in doing that he saves you money, because

1. His staff is trained and experienced in the particular requirements of *your car . . . knows what to do and how to do it*.

2. He's the man with MoPar products—*genuine Chrysler Corporation parts and accessories, engineered precisely with your car in mind*.

3. He's equipped with special factory designed and approved tools to save service time and lower labor costs.

Your MoPar man is the kind of businessman you like to do business with, too. He knows that he can't succeed *tomorrow* without giving you the best in service *today*.

genuine, Chrysler-engineered



MoPar Division, Chrysler Motors Corporation
Detroit 31, Michigan

THIS HUSKY BULLDOG



is obviously a very healthy pet. You can see it in his firm stance, burnished coat, and strong body.

The most important single factor in dog health is the right kind of food. It's amazing the way a dog responds to proper feeding.

Some dog foods merely fill a dog, without fully nourishing him. Friskies Dog Foods nourish your dog completely, and provide necessary bulk, too. Every Friskies product—Canned, Cubes and Meal—has all the goodness of prime grade meat.

NEW! 6-FLAVOR VARIETY IN EVERY BOX—FRISKIES CUBES

New crunchy texture, too. Here is an entirely new kind of complete dog food. Six delicious flavors—meat, liver, milk, fish, chicken, vegetable—and a new crunchy texture your dog can really sink his teeth into. Very convenient to feed. Just pour Cubes from package and feed dry or moist. He'll enjoy Cubes for snacks, rewards and main dinners. Try mixing them with *canned* Friskies. He'll think he's dining at the Waldorf!



IT'S VALUABLE AND IT'S FREE!

This new Friskies booklet is packed with valuable tips on the everyday care of your dog. We'd like to send it to you *free*. Just write to Friskies, Box 250, Los Angeles 51, Calif. Also tell us which Friskies product you'd like to try—Canned, Cubes or Meal—and we will enclose a 15-cent coupon good toward that product.

Friskies product you'd like to try—Canned, Cubes or Meal—and we will enclose a 15-cent coupon good toward that product.

THE MEAL WITH THE MEATY TASTE AND AROMA


Meal is a most convenient and economical kind of food for your dog. Many meals, however, don't excite a dog's appetite. If this is true in your house, try Friskies Meal. It's the one with real meaty taste and aroma. The one with all the goodness of prime grade meat. And the one that mixes instantly to the texture of chopped meat, without mashing in the bowl. Now watch your dog eat. Quite a difference in his appetite, isn't there? (When your dog is especially nice to you some day, feast him with a mixture of canned Friskies and Friskies Meal).

Friskies offers your dog an endless variety of good things to eat. So let Friskies be your way of returning some of his love for you. Truly, there are no finer dog foods made.



**Husky good health with FRISKIES...
the dog foods with all the
goodness of prime grade meat**

Bulldogs and all dogs love the lean red horse meat in canned Friskies!

Every morsel is U.S. Government-inspected...and only a dog food that fully nourishes can bear this coveted Government Seal.  Friskies actually provides up to *twice* the nourishment of cut-rate brands. For delicious variety, feed Friskies Meal and Cubes, too. All are balanced and complete dog foods, with every essential vitamin and mineral. You can be certain of Friskies' quality ...it's guaranteed by **Carnation!**

See why Texaco service keeps your



YOUR Texaco Dealer gives your car the fine care it deserves. He has specialized tools and equipment, expert know-how from training and experience, and a complete file of car makers' specifications. Plus—Texaco quality petroleum products, such as famous Havoline Motor Oil, cushiony Marfak chassis lubricant — and 2 great gasolines: top octane Texaco Sky Chief Su-preme with Petrox . . . lively-powered, regular-price Texaco Fire Chief. Add it all up. Drive in. You'll see why a Texaco Dealer is the best friend your car has ever had.

THE TEXAS COMPANY

car running better than others!



TEXACO

DEALERS in all 48 states

Texaco Products are also distributed in Canada, Latin America, and Africa

TUNE IN... METROPOLITAN OPERA RADIO BROADCASTS SATURDAY AFTERNOONS, ABC





"Hmmm-Nancy's new bathroom"



"Wish I had all this space"



"My what a beautiful lavatory"



"So smart - so easy to turn"



"Such a lovely color for fixtures"



"Crane, wouldn't you know"

Everyone who likes nice things likes Crane fixtures...
designed by world-famous Henry Dreyfuss and hand-finished
by ceramic artists. No wonder most folks prefer Crane.

CRANE CO., 836 South Michigan Avenue, Chicago 5
VALVES • FITTINGS • PIPE • PLUMBING • KITCHENS • HEATING • AIR CONDITIONING

(Especially when it costs no more!)

CRANE

*the
preferred
plumbing*

Copyrighted material

To encourage you and your family to collect and appreciate the great Art Treasures of the World



**Note: ALL PRINTS
ARE EXTRA LARGE
FRAMING SIZE
11" x 15"
LARGER THAN
THIS WHOLE PAGE**

WE INVITE YOU TO ACCEPT

FOR ONLY **10¢**

This Magnificent Art Portfolio—16 Glorious Paintings by

PICASSO

faithfully reproduced in Full Color
—Framing size 11 x 15 inches



PICASSO EXHIBITION SETS RECORDS IN NEW YORK, CHICAGO AND PHILADELPHIA

Though Pablo Picasso is the most important painter of our time, the tremendous interest in the great 75th Anniversary Exhibition has astonished even the most knowing art critics. Picasso has always been a challenge to the poet, the artist, the musician; now he has become an inspiration to everyone—symbolizing the most exciting achievements in modern art. The thousands of students, housewives, businessmen who have thronged to this exhibit are a new kind of audience for art—a tribute to the genius of Picasso and to the growing awareness of modern art at every level of American life.

Acclaimed by Critics

"Monumental reproductions... The unusual quality of the color plates comes nearer to exact reproduction of color and brush work than any we have ever seen." **Ernest Watson, Editor American Artist Magazine**

"The series is sumptuous, no less, priced so amazingly low it will make you blink in disbelief. The art lover who doesn't take a look at these is doing himself an injustice." **St. Louis Globe-Democrat**

Now You Can Collect the World's Greatest Art Masterpieces—At a Fraction of the Usual Cost!

Imagine in your own home the treasured paintings from the world's great museums, galleries and private collections... as though the celebrated masters had painted them especially for your pleasure. This rare privilege is now yours, thanks to the remarkable new plan of ART TREASURES OF THE WORLD.

As an introduction to this program, we invite you to examine a beautiful collector's Portfolio of paintings by Picasso—16 paintings reproduced in exquisite full color, 15 of which are mounted on 11" x 15" ready-to-frame mats. The Portfolio is handsomely bound with a full-color illustrated cover and covered with acetate. Although it is sold to subscribers for \$3.95, you may have your Picasso Collection for only ten cents.

Breathtaking Beauty For "Picture-Poor" Walls

Here, too, is an unparalleled opportunity for your family to acquire—for hanging or for portfolio display—brilliant, authentic, framing-size reproductions of the best loved paintings of Rembrandt, Degas, Van Gogh, Utrillo, Cezanne and other great artists. Landscapes, ballet scenes, flowers, religious themes, cafe and street scenes, portraits, etc. can now be framed and interchanged freely according to your mood, since all the reproductions are identical in mat size (11"x15").

You Will Learn to Understand Great Art

Perhaps you have always wished that you really understood the fine points of painting, how to judge a picture, why it was painted

and how to get at its real meaning... ART TREASURES OF THE WORLD has made this possible for you in two ways.

1. Members receive a course on Art Appreciation. With every Portfolio is sent a treatise on such important subjects as Color, Composition, Technique, Distortion, Abstraction and Symbolism.
2. Each Portfolio contains a brief biography of the artist plus simple and clear commentaries on the color reproductions. These texts are written by experts on the particular painter.

How This Collector's Plus Operates

Mail the coupon at once, together with your ten cents, and we will promptly send you your Picasso Portfolio and a free copy of the first treatise of your Art Appreciation Course. In addition, we will be happy to extend to you the courtesy of an Associate Membership... and each month you will be offered a new Collection of 16 full-color, framing-size reproductions of a great artist—at the special member's price of only \$3.95. However, you are NOT obligated to purchase any Portfolio, ever! As an Associate Member you will receive each month, well in advance of shipment time, a description of the forthcoming Portfolio, which you have the right to reject by the date shown on the Advice Card always provided. A section from the Art Appreciation Course will be included free with every Portfolio you accept. Because of the infinite care required to produce these matchless reproductions, the supply is necessarily limited. Send a dime for your Picasso Collection now!

Art Treasures of the World, 100 Avenue of the Americas, New York 13, N. Y.

Canadian Address: 1184 Castlefield Ave., Toronto 19, Canada

FREE COURSE



As a patron of Art Treasures of the World, you will receive the monthly "Art Appreciation Course" with each Portfolio you accept. This fascinating course is prepared by a leading art authority exclusively for members. It consists of a handsome 7"x10" brochure filled with famous paintings, art analyses, background material, etc., to help you and your family to a better understanding of art.

Art Treasures of the World, Dept. E-350 L-2
100 Avenue of the Americas, New York 13, N. Y.

Please send me the Picasso Portfolio of 16 full-color, framing-size reproductions, plus the first treatise from your Art Appreciation Course, for which I enclose 10¢. Also reserve an Associate Membership in my name, but I am not obligated to take any specific number of Portfolios.

Each month you are to send me an advance description of the forthcoming Portfolio which I have the right to reject by the date shown on the Advice Card always provided.

I am entitled to cancel this membership any month I please by returning the Advice Card for the forthcoming month with the word "Cancel" written across it. That will end the matter.

For each of your Portfolios of 16 full-color reproductions I decide to purchase, I will send you 1 day after receipt of the Portfolio only \$3.95, plus delivery charge. With each Portfolio I accept, I am to receive a section of your Art Appreciation Course, free.

Membership is limited to 1 person over 21 in any family or household.

Name.....
(PLEASE PRINT)

Address.....

City.....Zone.....State.....

Canadian Address: 1184 Castlefield Ave., Toronto 19, Ont.

Imagine a Tooth Brush...

THE TALK of the TOWN!

THE INSIDE STORY
FIRM BLUE BRISTLES
SPARKLE TEETH!

THE OUTSIDE STORY
GENTLE WHITE BRISTLES
GUARD GUMS!

But there never was another brush like the NEW

double duty
BY **PRO**

EVEN WITH CARELESS BRUSHING—
IT DOES A BETTER JOB!

ITS PORCELAIN-WHITE
TWO-TONE HANDLE
SPELLS "QUALITY"

LOVE THOSE
TWO-TONE BRISTLES!

The new Double Duty Tooth Brush by Pro-phy-lac-tic is the greatest advance in dental care since nylon bristles were invented! Its hard INSIDE bristles polish teeth clean and bright. Its soft OUTSIDE bristles massage gums safely, *automatically*, all the while you brush. The Pro Double Duty does a better job for teeth and gums with *any method of brushing*—even if you brush your teeth carelessly and incorrectly. Unconditional money-back guarantee. Get one at your favorite store today.

Your smile will say it's better!

THE NEW PRO

double duty
TOOTH BRUSH

PRO-PHY-LAC-TIC BRUSH CO., FLORENCE, MASS.



"Couldn't Daddy stay upstairs when Jim comes?"



Nothing is more candid — often cruel — than our own children's appraisal of us. How do you measure up? Does your appearance make your daughter proud when her friends come...or would she rather slip out before they see you? In the eyes of your family, in the eyes of the world, what you wear can make such a difference. Wherever you go, whatever you do, your clothes never stop talking about you!

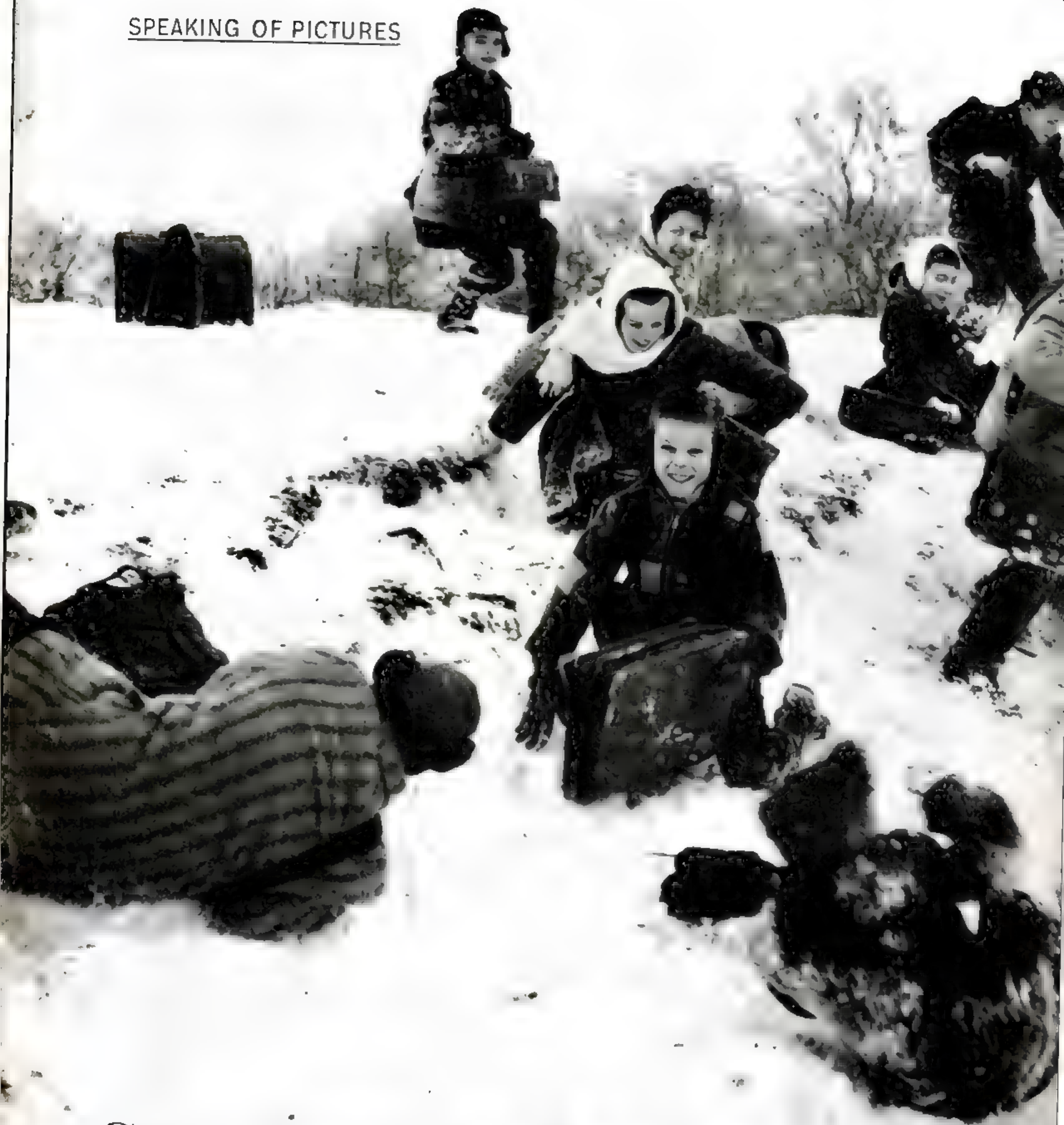
Dress Right—you can't afford not to!



American Institute
of Men's and Boys' Wear

To Dress Right, shop at stores
that display this symbol.

SPEAKING OF PICTURES



Stampede in the Snow

The children were supposed to be getting along to school in Yeadon, Pa. But when they came upon a little hill covered with new snow they just couldn't resist. One boy dived happily down it, sled or no sled, on his head. Exploding in whoops, the rest threw themselves—and their schoolbags,

lunch boxes, umbrellas—down the slope after him. On the spot was Frank Montone, a photographer shooting weather pictures in the Philadelphia suburbs for the *Philadelphia Evening Bulletin*, who took this tumultuous picture capturing the riotous glee of the children's wintry stampede.



The real cigarette news of 1958:

America's champion low-nicotine cigarette today has a new clean, fresh taste you'll like



A PRODUCT OF UNITED STATES TOBACCO COMPANY

This is today's King Sano

A cigarette that gives you significantly **less*** nicotine than any other cigarette on the market.

A cigarette that tastes mild, clean, good.

In terms of today's demand **a great cigarette!**

* The low nicotine content of King Sano is achieved by first reducing nicotine in the tobacco itself... then, and only then, is a highly effective filter added. The average milligrams of nicotine in the smoke of one King Sano is only 0.6 milligrams—the lowest of any cigarette on the market, by far.

In reducing nicotine content, King Sano also accomplishes substantial reduction in tars. These facts are based on a continuing study by Stillwell & Gladding, Inc., Independent Analytical Chemists, of filter-tip cigarettes purchased on the open market. 47 millimeters of all cigarettes under test are smoked.

FINE TOBACCOS REDUCED IN TARS AND NICOTINE ARE ALSO USED IN REGULAR SIZE SANO CIGARETTES, SANO ALL HAVANA CIGARS AND SANO PIPE TOBACCO



You Trust The Wheel With The Safety Feel!



This happy driver feels sure of the safety of two pretty important passengers. And she knows new driving ease for herself. All because she and her husband discovered *OLDsmobility*—with Oldsmobile Safety Power Steering.

They tested it thoroughly . . . with the lady driving. She glided through bustling city traffic and breezed around highway curves . . . completely relaxed. Then a run over rough gravel

roads convinced her that Safety Power Steering gives far safer control—in any situation.

Suddenly she realized that she had never felt so secure . . . so relaxed . . . while driving.


Ask for a demonstration of Safety Power Steering. It's optional on 1958 Oldsmobiles (standard on Ninety-Eight models), and available on all other GM cars. Saginaw Steering Gear Division of General Motors, Saginaw, Mich.

FORWARD  FROM FIFTY

OLDSMOBILE **Safety** POWER STEERING

New Maytag "Halo of Heat" Dryer fast-dries a load in 26 minutes - safe as sunshine!



 "Picture Window" demonstration model shows how "Halo of Heat" works in the new Maytag Dryer



OTHER DRYERS DO THIS
Clothes come in contact with concentrated heat as high as 200°. Result: Over-drying is common.



NEW MAYTAG DRYER
Regular loads dry at 100 to 110°. Ends overdrying. Clothes dry fluffy with fewer wrinkles.

Now dry clothes at little more than body temperature! This amazing new Maytag dries clothes as fast as you can wash them, in safe, low temperatures of 100 to 110°!

Just 26 minutes is all it takes to dry a load of clothes in Maytag's gentle, but efficient "halo of heat." Clothes are then air-fluffed 3 minutes more so they'll come out extra soft and cool to your touch.



Exclusive! Now dry your clothes in filter-cleaned air! Maytag's new automatic air intake filter removes dust and

dirt from all incoming air. Keeps your clothes cleaner than ever before.



New! Push this button for Automatic De-Wrinkling.

Takes out wrinkles, saves ironing. Time Chime tells when "wash 'n wear" clothes are dry.

Other features include: Revolving Disc Lint Filter, New Automatic Sprinkler, Air-Cooled Cabinet. Gas and electric models. 115 or 230-V electrics, city or LP gas. In pink, green, yellow, white—as low as \$199.95. Sold in Canada and throughout the world.

The Maytag Company, Newton, Iowa.

MAYTAG

GAS AND ELECTRIC DRYERS



BRUISE DAMAGE OFTEN LEADS TO BLOWOUT WHEN YOU LEAST EXPECT IT. NYLON'S SHOCK-ABSORBING TOUGHNESS SHRUGS OFF PUNISHMENT, GIVES TIRES LASTING STRENGTH

BLOWOUT PROTECTION

Nylon cord protects best against weakening by bumps, flex strain, moisture, heat—runs cooler on the road. That's why safety-conscious people everywhere are switching to nylon cord tires.

In just one year, sales of nylon cord tires have increased 65%. You may be surprised how little the extra protection of nylon cord tires will cost you. Nylon is your best protection against the four major causes of unseen tire damage that can lead to blowouts: bumps that occur in everyday driving, flex strain that takes place every time a tire turns, moisture that seeps in through cuts in the rubber. What's more, nylon not only withstands heat best, but actually runs up to 30% cooler.

Nylon's superiority has been proved in billions of miles of use by safety-conscious truckers. Nylon cord tires are in everyday use by highway police, commercial fleet operators and taxis. All major airlines and military aircraft depend on nylon cord tires.

For greater safety, insist on nylon when buying new tires or a new car. Look for the nylon identification on the tire sidewall.



BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

Enjoy the "DUPONT SHOW OF THE MONTH" on CBS TV

THE SAFEST, STRONGEST TIRES ARE MADE WITH **NYLON**

LETTERS TO THE EDITORS

THE RUSSIAN REVOLUTION

Sirs,

Your four articles on "The Russian Revolution" (LIFE, Jan. 13, 20, 27, Feb. 3) were superb.

JOAQUIN PATINO

Liste, Ill.

Sirs:

We began reading "The Russian Revolution" because we thought we should. We finished reading it by intercepting the mailman a block from our home!

JANE RINGLER

Cuyahoga Falls, Ohio

Sirs:

Why has Mr. Moorehead presented Russia as a backward, enslaved country just at the time when Russian liberalism was developing, with Russian culture growing in every branch?

These pictures and events described would only add grist to the Communist mill of propaganda.

HELENE ISWOLSKY

New York, N.Y.

Sirs:

Let me add my compliments on your presentation of the Russian Revolution.

Since I was a young boy of 11 in Petrograd when it all happened, I can say that your pictures and articles are very authentic. I actually witnessed what you have pictured in "July Days."

A. MINKARTIS

Dorchester, Mass.

Sirs:

It was rather astonishing to see a picture of my Uncle Oscar dancing with a Russian some 40 years ago. In the picture on page 73, Uncle Oscar Aron is the man at the left, facing the camera. He was a corporal in a film unit and recalls that the dancing commenced after the soldiers exchanged cognac and vodka. Uncle Oscar now lives in Washington, D.C.

SYLVAN M. BERMAN

Silver Spring, Md.



UNCLE OSCAR ARON IN 1917 AND TODAY

AMERICANS ON THE MOVE

Sirs:

Thank you for this week's LIFE depicting the transfer of the Donald Hoovers ("Americans on the Move to New Jobs, New Places," LIFE, Feb. 3).

Don and I lived next door to each other as teenagers. War, college education and marriage separated us for years, yet every time we managed to visit New England we held reunions. David is my godchild. It has been three years since we have seen any Hoovers.

But because of LIFE we have wonderful, natural pictures of them all.

MARJORIE GREENE

Leaksville, N.C.

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Please address all subscription correspondence to: J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman Maurice T. Moore. President, Roy E. Larsen, Executive Vice President for Publishing, Howard Black, Executive Vice President and Treasurer, Charles L. Stillman, Vice President and Secretary, D. W. Brumbaugh, Vice Presidents, Edgar R. Baker, Bernard Barnes, Clay Backbush, Arnold W. Carlson, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linsen, Ralph D. Paine, Jr., P. I. Prentice, Weston C. Pullan, Jr., Comptroller and Assistant Secretary, John F. Harvey.

Sirs:

If a man and his family are prevented from putting down roots, if they are always "visitors" in the community, they become "company men" in the worst sense. Like adults tied to the apron strings of an irrationally demanding parent, they find a self-destructive security in sacrificing themselves to the insecurity of hopeful apprehension.

One wonders if they are even capable of becoming responsible, reasonably independent executives, if this is their "training."

MARY BRADLEY

Dalton, Ill.

THE FALLACY OF KENNANISM

Sirs:

In "The Fallacy of Kennanism" (LIFE, Feb. 3) you have uncovered, with wonderful clarity, how dangerous such "neo-isolationist" wishful thinking is. What proof does Mr. Kennan have that Russia, if nuclear weapons are abandoned by the West, will not use this defeatist move for a fatal Pearl Harbor-like attack?

JOHN H. POLLAK

Paterson, N.J.

Sirs:

Kennan rightly argues that a Russian withdrawal from central Europe, besides lessening the danger of sudden explosions along the supercharged American-Soviet boundary, would weaken the Soviet position much more than the Western position. The revolts in Eastern Germany, Hungary and Poland have shown how frail the Communist position is in these countries and how essential Soviet troops are to its maintenance. If it is argued that, therefore, the Russians will never agree to withdraw, the answer is: they have offered to. Perhaps they don't mean it. In that case let's expose their bluff.

KURT L. SHELL

Endicott, N.Y.

WRONG DOGS FOR THE WRONG MAN

Sirs:

Please tell us what was done with those beautiful Tibetan mastiffs ("Wrong Dogs for the Wrong Man," LIFE, Feb. 3).

Kansas and Mr. Harry Darby, Republican National Committeeman, should be proud to have two such magnificent dogs.

EDITH OSGOOD

Lake Ariel, Pa.

● The Tibetan mastiffs arrived in Kansas City this month. Darby finds them affectionate, plans to keep them and train them as cattle dogs on his Edwardsville, Kan. ranch.—ED.



HARRY DARBY WITH TIBETAN MASTIFFS

A LOOK AT THE WORLD'S WEEK

Sirs:

The plants pictured under the heading "Snow-Covered Cactus" (A Look at the World's Week, LIFE, Feb. 3), pp. 24, 25, are not cactus plants, but are Agave Americana, members of the Amariyllidaceae (amaryllis family).

Your error is a common one, which the New Mexico Cactus & Succulent Society, an affiliate of the Cactus & Succulent Society of America, is very anxious to correct!

PRINCE PIERCE

Albuquerque, N.Mex.

Sirs:

Your picture headed "In Kansas Storm, Riders Step to Rear of the Bus," showing Kansas City passengers pushing "a city trolley bus stalled in the snow," was sure as shootin' portraying Kansas City, Missouri.

A. B. COOPER

Raleigh, N.C.

● It was.—ED.

JAYNE IS WED UNDER GLASS

Sirs:

I object to LIFE's photograph of Miss Jayne Mansfield with her dog ("Jayne Is Wed Under Glass," LIFE, Jan. 27).

It would not take a dog lover long to recognize that this dog is painfully thin and needs either a different diet or more of it.

Such pictures certainly will not expand Miss Mansfield's popularity with dog lovers.

IRENE CASTLE ENZINGER

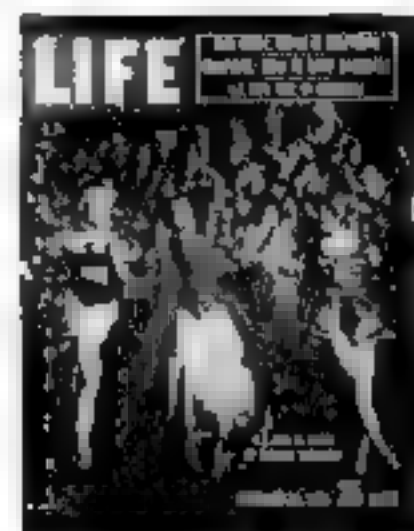
Lake Bluff, Ill.



JAYNE AND HER DOG CANDY

● Writing to Miss Mansfield, Irene Castle Enzinger, the famous ballroom dancer, who now runs the Orphans of the Storm Refuge for Animals in Deerfield, Ill., said: "In the picture with you playing the violin, this gentle dog with a faithful and devoted expression looks so pathetically undernourished that it ruined all the pictures and the article about you, for me." "Ridiculous," answers Jayne, who says animals take poor pictures as well as people. "Candy, my great Dane pup, is fed twice a day. She eats horse meat, dogmeal containing granulated vitamins and three quarts of milk. She is eight months old, weighs 80 pounds."—ED.

Please send



to _____ name _____
address _____
city _____ zone _____ state _____

ONE YEAR \$6.75 in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is.

(1 year at the single copy price would cost you \$13.00)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill.

L-3408

SIMPLE ARITHMETIC

tells you why this auto insurance costs less

*Nearly \$1 out of \$4 spent
for auto insurance with
most companies goes for
selling costs instead of
protection*

*Allstate cuts red tape and
sales costs...passes savings
on to you*

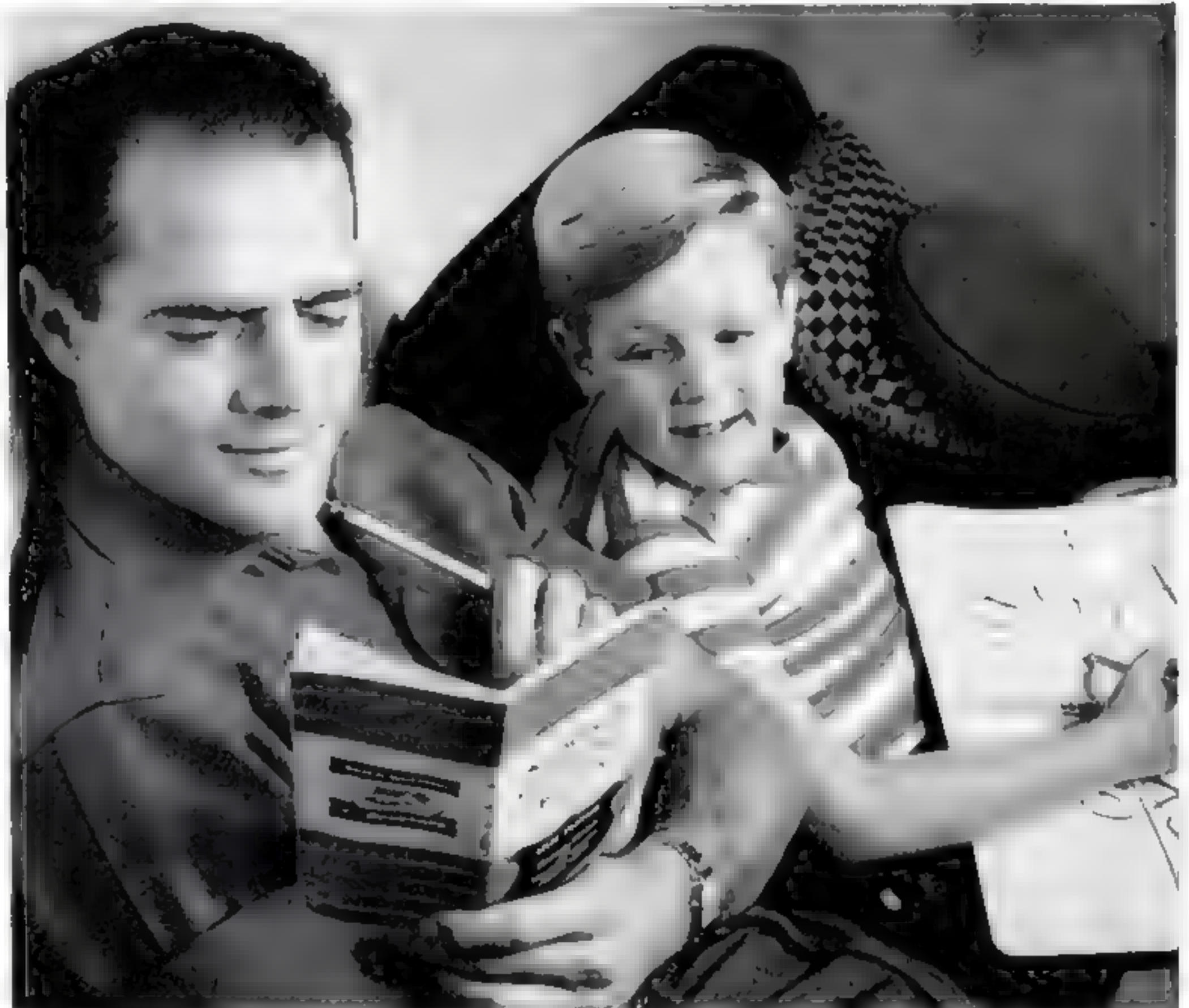
It's easy to figure why so many folks are switching to Allstate auto insurance, in these days of rising costs.

Savings are one big reason. They depend on the state where you live and how you use your car, of course. But savings of 22% are common with Allstate. And some folks save as much as 38% over rates of most other companies! Standard rates in Texas, and eligible policyholders have always received a dividend—presently 15%.



Claims are paid fast—because Allstate has cut traditional red tape.

How Allstate can do it: Allstate was founded by Sears. We operate on the same low-overhead, big-volume, quality-for-less principle that has made Sears famous for value.



We cut red tape and costs. Savings are passed on to you.

Johnny-on-the-spot claims service. Savings alone didn't bring four million policyholders to Allstate. Service is our long suit, too. Allstate has over 4,000 claims expeditors—the largest full-time staff in the business—and



Allstate auto insurance is sold the low-pressure way—over the counter at Sears.

they are located throughout the United States and Canada. Claims are often settled "right on the spot"—with no home office red tape.

Savings plus protection—two main reasons why 4,000,000 policyholders depend on Allstate.

Why not get all the facts? Visit a Sears store or Allstate Insurance Center. Or look up Allstate in the phone book and ask an Agent to call. You haven't got all the facts about auto insurance until you have the Allstate facts.



You're in good hands with
ALLSTATE
INSURANCE COMPANIES
AUTO • FIRE • HOMEOWNERS • THEFT • FAMILY LIABILITY

® Founded by Sears
Roebuck and Company
with independent
assets and liabilities
Home Office: Skokie, Ill.

LIFE

Vol. 44, No. 8 Feb. 24, 1958



THE GRISLY RESULTS OF A BADLY MANAGED TRY AT HOT PURSUIT



FRENCH CASE for raids that Algerian rebels used Sakiet. This picture allegedly shows them there.



BOMBED TOWN is shown in this photograph taken from French plane just after raid. Under French

policy of "hot pursuit" of rebels, raid came across nearly Algeria. But custom house and market heavily.



RED CROSS TRUCK, caught in bombing, was in Sakiet distributing clothing and blankets to refugees who had fled Algerian war across the adjacent border.



OVERFLOW WOUNDED, too many for the hospital of town of Le Kef seven miles from Sakiet, are accommodated on emergency pallets laid out in the halls.

← **ROADBLOCKING THE FRENCH**, sentries seal road to huge Bizerte naval base. Army barracks were also impounded as measure to drive French out of country.



ENGULFED BY A CROWD AT PRESIDENTIAL PALACE, GRIM-FACED BOURGUIBA PROMISES TO DRIVE OUT THE FRENCH ARMY "AS OUR FIRST NATIONAL DUTY"

DILEMMA OF A LEADER WHO WANTS TO BE OUR FRIEND

The background of the Sakiet attack—and its impact for the U.S.—is analyzed from Tunisia by TIME-LIFE Paris Bureau Chief Frank White.

What caused Sakiet was, of course, Algeria and not Tunisia. The French have spent over three years and many millions trying to put down a revolt in Algeria. In maintaining that Tunisia has provided privileged sanctuary for Algerian rebels, France is certainly right. Shipments of arms, munitions and much other military hardware come in through Tunisia's harbors and are smuggled across the frontier.

But the picture of Tunisia secretly conspiring to aid the Algerian cause is a popular misconception. It has often worked the other way around. With an army of some 70,000 men, plus plenty of part-time guerrillas, the Algerian rebels have one of the strongest military forces in the Arab world. When Tunisia received a modest supply of arms from the U.S. and Britain last November, France objected on the grounds that these arms might end up in Algeria. The fact is that the Algerian rebels actually lent arms to Tunisia.

Along with all his countrymen, President

Bourguiba is convinced of eventual rebel victory in Algeria. But Bourguiba does not regard this without misgiving. The Tunisian revolt he led was a straight struggle for independence. The story is different in Algeria. The *Front de Libération Nationale* is striving, as ruthlessly as did the Russian Bolsheviks in 1917, for total power—to be exercised by a tightly knit revolutionary unit which has some Communist participation. And the F.L.N. leadership regards Bourguiba as a bourgeois.

For three years Bourguiba has clung to his Westernism, protecting himself from the growing prospect of a monolithic and revolutionary state in Algeria on the one side and Nasserism on the other. But the cards were stacked against him. While the Algerian war made Bourguiba less than a complete master of his own house, the U.S., in rendering financial support to the French, became, in Tunisian eyes, suspect. Simultaneously Nasser's prestige grew enormously and the Tunisian economic crisis grew desperate.

One day after Sakiet, Tunisia's most influential periodical, the previously pro-Western weekly *L'Action*, demanded that the president

switch policies: "The day that Bourguiba decides to take a course set by Nehru, Tito and Nasser, Tunisia will no longer be lied about and attacked. She will be sought after."

Bourguiba met this challenge of extreme nationalism with nationalism of his own. In a private interview with me last week he explained: "I have promised the Tunisian people that the French army will go. They expect it. If I fail to satisfy their wish, I cannot possibly maintain my position. I would be swept away. You might call my situation a game of all or nothing."

What the U.S. does in this situation will be decisive for Bourguiba, who said, "I told Monsieur Jones [U.S. Ambassador Lewis Jones] that if the U.S. does not help me, America can expect to have some other man as the leader of this country. I asked him to consider who might come after me, what his policies would be and whether or not they would be more acceptable to America than mine."

The friends of France must move to rectify France's mismanagement in North Africa. And if France's friends do not do something her enemies surely will.



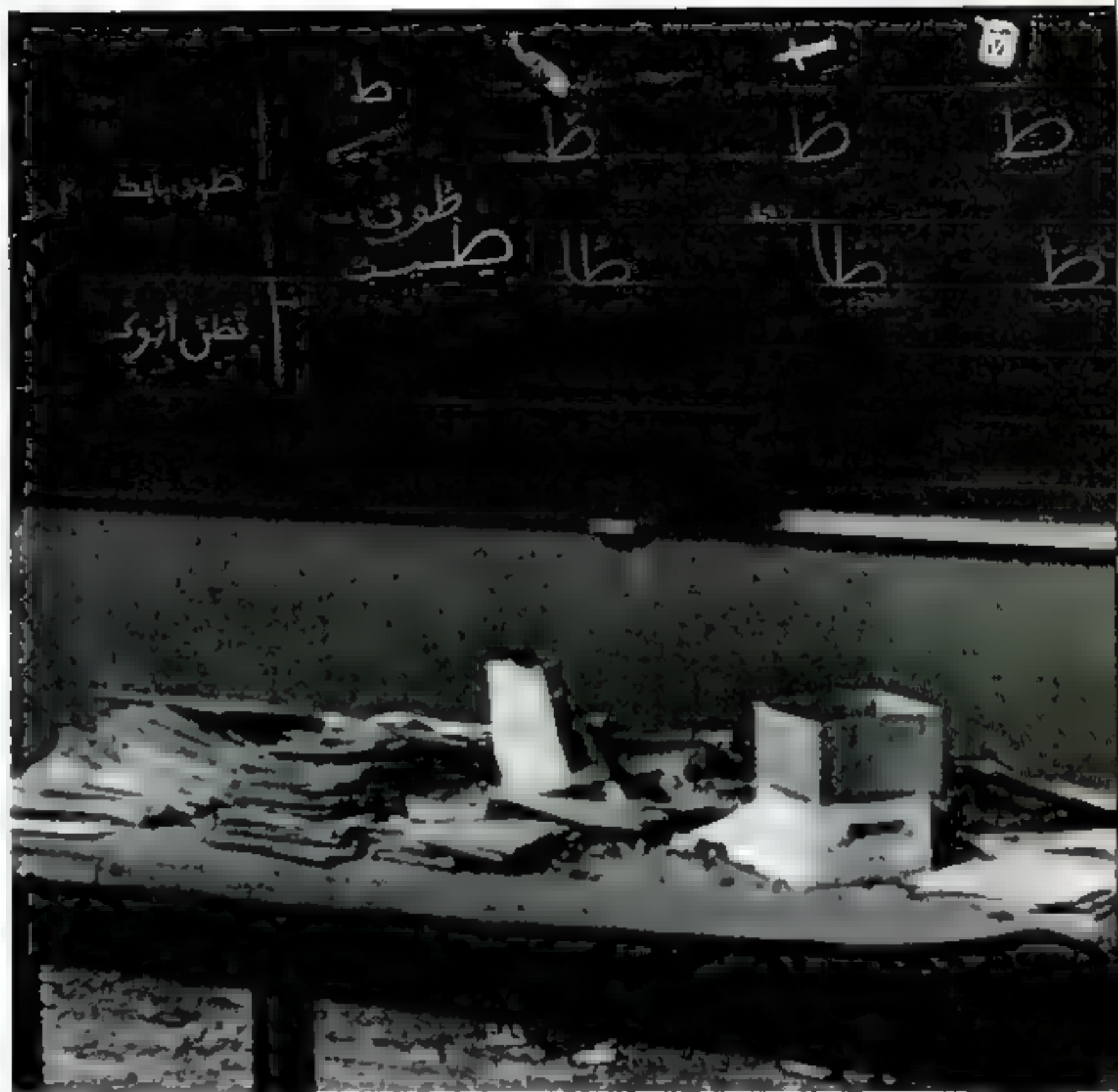
APPEALING TO U.S., the Tunisian envoy, Mongi Slim, sees Secretary Dulles two days after bombing.



APPEALING TO RUSSIA, Slim sees Counselor Vladimir Suslov at the Soviet U.N. headquarters.



SYMPATHY IN PARIS is expressed to Ambassador Masmoudi (left) by ex-Premier Mendès-France.



LITTERED DESKS AND INTERRUPTED LESSON REMAIN IN BOMBED SCHOOL

CHILDREN SLAIN LEARNING ABCs PROVOKE WORLDWIDE PROTEST **SHAMEFUL GOOF BY THE FRENCH**

A boy lay dying in the dust. A Tunisian village class was interrupted in the midst of a writing lesson by a crash of bombs that killed eight students. Flying U.S.-made planes, French military pilots had bombed the village of Sakiet-Sidi-Youssef in a vengeful raid which seemed to the world a deed of blundering colonial violence. Seventy-nine Tunisians were killed, 130 wounded, but the Western alliance was jolted far out of proportion to the amount of blood shed.

A U.S. congressman called for return of U.S. planes. Norway protested the behavior of its NATO partner. There was protest in the British Parliament and the London press attacked France as "a millstone round the neck of the West." In Paris Premier Félix Gaillard defended the bombing raid but was unable—or unwilling—to say who ordered it. The French National Assembly, torn between catcalls of shame and defiance, backed up Gaillard with a vote of confidence and made no apology.

The French asserted—truthfully—that their planes from an airstrip just across the border in rebellious Algeria had repeatedly been fired on from Sakiet-Sidi-Youssef. But their claim to have attacked only military targets did not stand under neutral inspection.

Hoping to head off a U.N. debate, which would chiefly serve the purposes of Communism, the U.S. offered its assistance as the friend of both nations. Both France and Tunisia's pro-Western President Habib Bourguiba accepted U.S. help provisionally. But, with his people crying vengeance, Bourguiba's future in North Africa was staked on a firm stand. He offered to lead a guerrilla fight to evict the French, if necessary, and formally charged France with aggression before the Security Council.



THE DEAD OF SAKIET-SIDI-YOUSSEF are laid out for a mass burial under the eyes of Tunisian soldiers and their mourning relatives. The victims, some

shrouded but others in the clothes in which they died, included 11 women and 20 children. They were buried with common funeral service day after tomorrow.



A LOOK AT THE WORLD'S WEEK



A NEW LOOK IN RUSSIAN DIPLOMACY

In Washington the new Soviet ambassador, Mikhail Menshikov, gave a new look to Russian diplomacy. With a big smile and an attractive wife, he attended a White House diplomatic dinner. Then, following up his goodwill offensive, he paid a series of friendly calls on top U.S. officials.



FROM A FRIENDLY GATHERING: A FUROR

In Houston, House Minority Leader Joe Martin (center) came to a \$100-a-plate dinner with top Texas Republicans Mrs. John Black, National Committeeman Jack Porter (right), Thad Hutcheson. Later it was revealed Porter had sold tickets by reminding Texans of Martin's past support of the natural gas bill and the need of his support this year. Dismayed, Republican National Chairman Meade Alcorn, with the President's approval, said the National Committee would not touch the \$100,000 raised at the dinner. Porter's blunder almost surely killed the gas bill at this Congress.



A CLASSIC WINTER COUNTRY SCENE

Etched against the snow-filled fields and a sunless sky, Henry Wekenmann's house near Dayton, N.Y. was a classic picture of dead-of-winter rural isolation. A blizzard that blanketed northern New England and upstate New York whistled through the Wekenmann's bare maple tree, put an icy drape on the eaves, piled drifts around the house and plowed symmetrical snow-furrowed rows along the old autos in Wekenmann's junkyard.





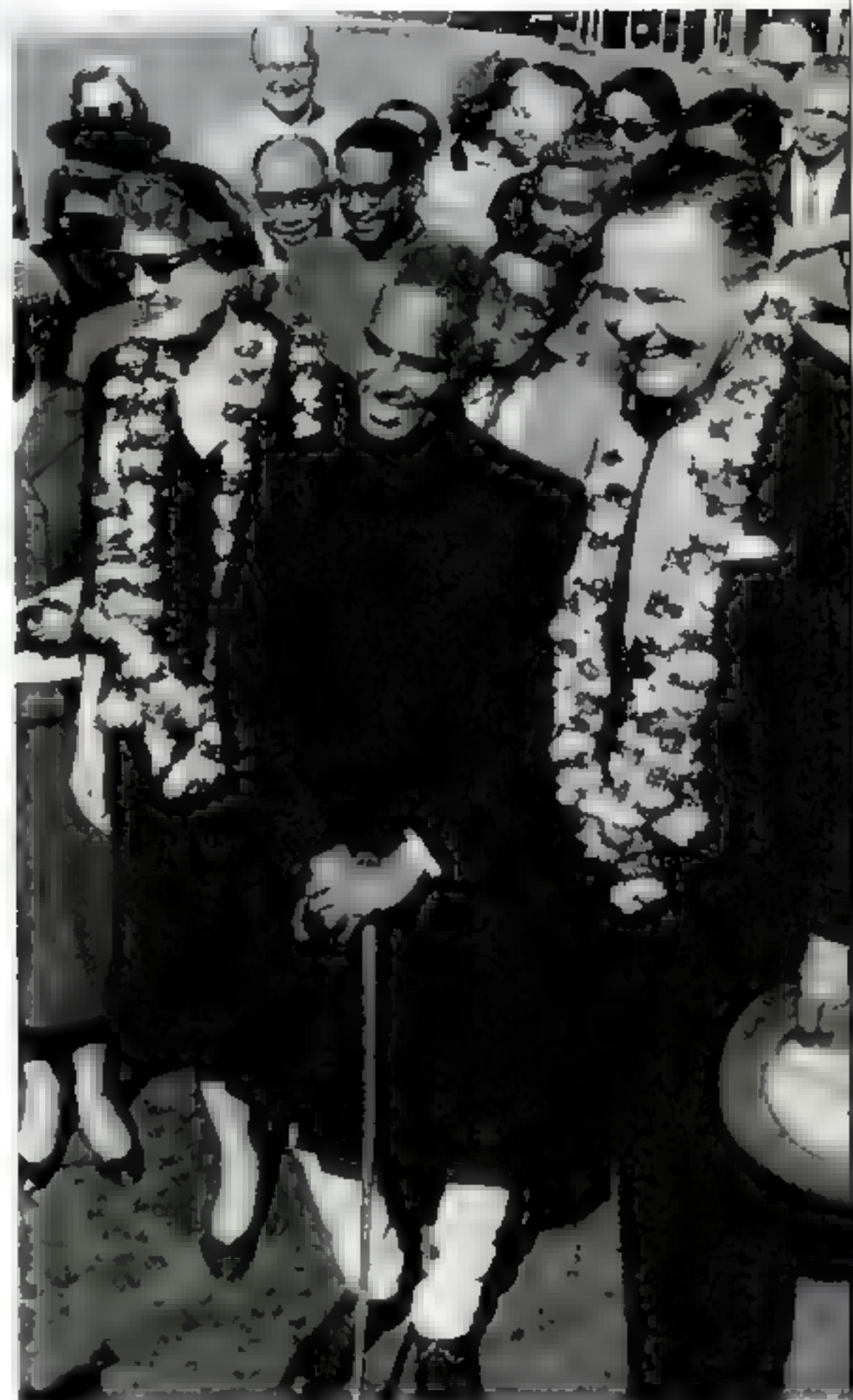
AN UNFASHIONABLE SNOW ↓

As next summer's swim suits were shown inside the fashionable Pontchartrain Hotel in New Orleans, the first measurable snow in 23 years was falling outside. A local paper printed a straight-faced definition of snow: "It is formed when the moisture of the air crystalizes."



THE LODGES ON LOCATION →

In New Delhi Cahot Lodge, U.S. ambassador to the U.N. and Mrs. Lodge were greeted with garlands and a grin by India's Defense Minister Krishna Menon, an old but not always so friendly U.N. colleague. Lodge was on a tour that included Iran, Afghanistan and Pakistan.

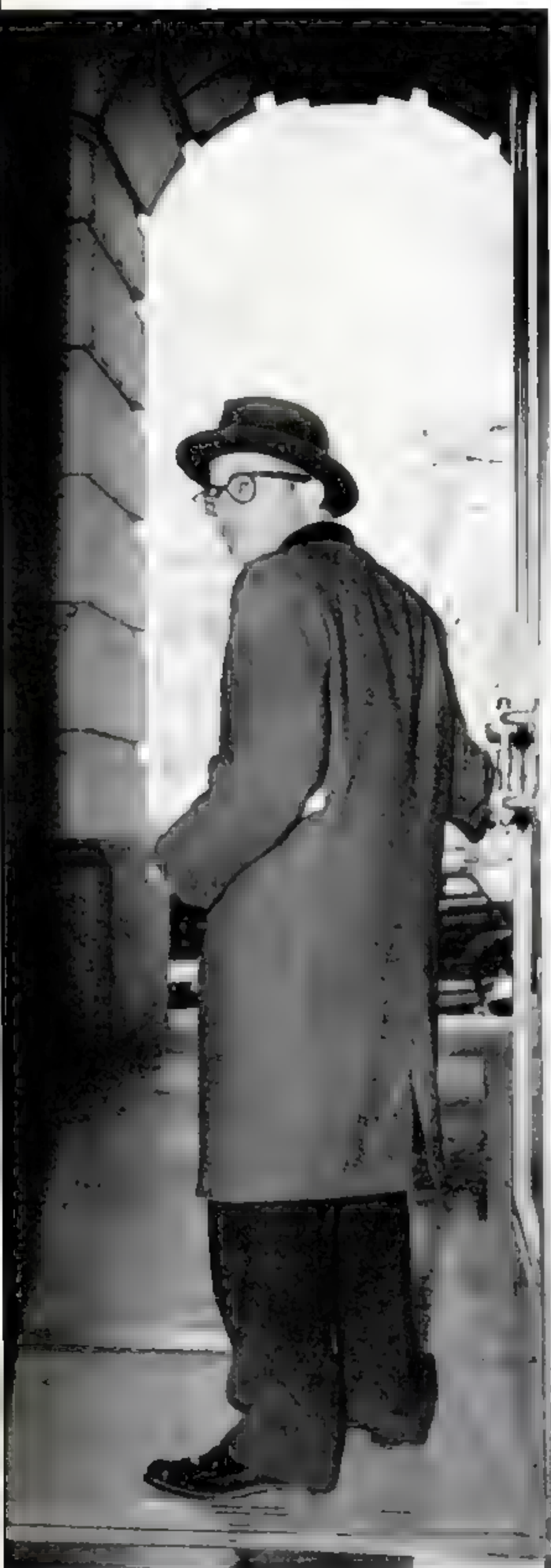


MILITARY OBJECT'S NONMILITARY OBJECTIVE

In Wayne Township, N.J. an M-4 tank rammed into a house on purpose. The tank belonged to Carmen Ottilio, a war veteran in the house-

wrecking business who bought five from the Army. Two did this job so well that he lined up 500 more buildings as targets for his tanks.

A FIRED PROFESSOR SETS OFF CONGRESSIONAL SCANDAL HUNT



FIRED AND LOCKED OUT, Schwartz leaves the House office building, unable to enter his former office because subcommittee had had lock changed.

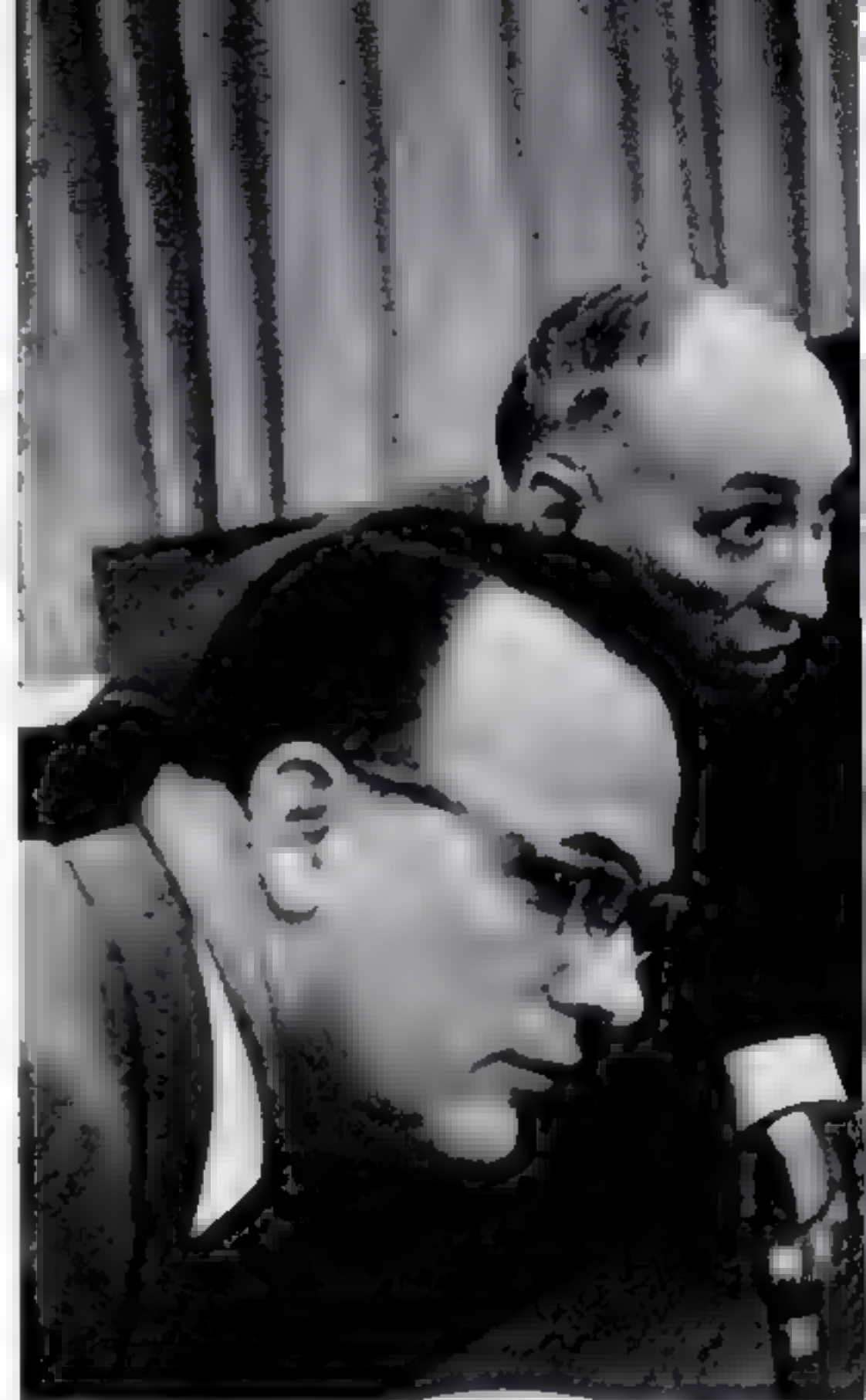
Suddenly official Washington was embroiled in a noisy and bitter congressional committee dust-up with these trimmings: charges of evil-doing, jammed hearings, purloined records and a controversial central figure. The figure was a young (34) New York law professor named Bernard Schwartz who became chief counsel for the House subcommittee investigating the Federal Communications Commission and five other regulatory agencies.

The committee's intention was to examine the way the agencies were fulfilling their legal obligations, but Schwartz, hot after scandal, took off like a prosecutor and soon alienated friend and foe. He solicited anonymous informers. His guilty-until-proved-innocent approach drew protests—among others from the American Civil Liberties Union. He failed to convey some of his preliminary findings to committee members. In a secret report he charged a commissioner, later identified as FCC Chairman John Doerfer, with "criminal felony"—accepting expense money from television interests. When Schwartz leaked the report to the press, the committee fired him, but the committee chairman resigned in protest. Schwartz then kept his record of irregularity clear by whisking committee files to Senator Wayne Morse for "safekeeping" and declared—without offering evidence—that he could prove influence had been exerted on agency officials by Presidential Assistant Sherman Adams.

Called as a subcommittee witness, Schwartz charged that FCC member Richard Mack, who voted to give a television license to an airline subsidiary, had taken loans from a lawyer representing the subsidiary. Both Mack and the lawyer denied the loans had any connection with the case, but Attorney General William Rogers ordered an FBI investigation. Wayne Morse, who protested Schwartz's use of secret wire recordings, demanded a separate Senate investigation of the agencies. While teacher Schwartz's extralegal methods had gotten him fired, they had also set off a furious inquiry that would go on long after he is back in class.



MIAMI TV STATION was built by airline subsidiary after receiving its license despite an FCC examiner's ruling that it was "least qualified" applicant.



CALLED AS A WITNESS by the subcommittee, Schwartz (right) confers tensely with the two members who had supported him, Democrats John Moss





(left) and Morgan Mueller (Mo.) who resigned as chairman to protest Schwartz's firing. A committee employee adjusts a microphone for the hearing.

RETRIEVING RECORDS (below) which Schwartz gave Senator Morse, Oren Harris (right), new subcommittee head, helps take them from apartment.



THE COMMISSIONER, Richard Mack, last month appointed Florida Democrat, denied the pay-off implications and has demanded a chance to testify.



LENDING LAWYER, Thurman Whiteside, admits making loans to Mack, an old friend, but denies he ever was retained by airline in fight for TV license.



TEEN-AGE DEFENDANTS, numbed from six months confinement and police questioning, sit stolidly facing bench in front of a row of guards. Left to right,

as drawn in court by Lou Glanzman, are: Leroy Birch, 18, called "The Magician" and named as boy who led the way to the park; Leoncio DeLeon, 16, nicknamed

MASS MURDER TRIAL

In a New York criminal court seven stoic-faced boys, aged 15 to 18 and dressed in their Sunday best, went on trial for their lives. On a hot night last summer in an uptown Manhattan park, a 15-year-old polio victim named Michael Farmer had been beaten and stabbed to death by one of the teen-age gangs which have terrorized sections of the city. Charged with the murder are the boys above. Eleven others then under 15 years old, who were legally too young to be prosecuted, are in reform school.

The trial, which promises to be lengthy, is remarkable both for the age and number of defendants involved and for the number of defense attorneys—27 in all. Each boy has several lawyers, all of whom, including such eminent criminal lawyers as James D. C. Murray and Harold O. N. Frankel, were appointed by the court. They jam the small courtroom so tightly there seems barely room to try the case.

The prosecutor, Assistant District Attorney Robert Reynolds, began with testimony from 16-year-old Roger McShane (*left*). He and Farmer



VICTIM'S COMPANION and a key witness, Roger McShane walks home from movies with detective assigned to him after he received threatening letter.

IN COURTHOUSE 15 OF THE 27 DEFENSE LAWYERS GATHER BEFORE TRIAL





"Jello" and an immigrant from the Dominican Republic; John McCarthy, 15, an epileptic; Charles Horton, 18, nicknamed "Big Man"; Richard Hills, 17;

George Melendez, 16; Louis Alvarez, 16, named as president of boys' gang. All are pleading not guilty as required by state law in first-degree murder cases.

OF A TEEN-AGE GANG

had gone to the park to take a furtive swim in the pool, which was closed for the night. There they were set upon by a gang armed with knives, metal pipes, dog chains and a machete. McShane, stabbed twice in the back, ran to safety. But Farmer, unable to run on his polio-weakened leg, was left dying in the grass.

The frightening, senseless reason for the attack was told by the second prosecution witness, Ralph Lago (right), member of a gang that called itself the Egyptian Dragons. Though one of the youngest (14) of the gang, Lago was their "war lord," responsible for planning intergang battles. Bitter enemies of his gang were the Jesters who fought with the Egyptian Dragons over the public park pool, which each claimed as their territory. Then, on that summer night, 18 vengeful Dragons, some fortified with wine, lay in ambush for the Jesters near a place in the pool fence where after-hours swimmers had pried open a hole for easier entrance. The first boys to come were McShane and crippled Michael Farmer.

SESSION BEGINS. EACH OF THEM, AS A COURT APPOINTEE, WILL BE PAID \$500



GANG "WAR LORD," Ralph Lago leaves court after testifying. Guard carries rifle introduced as evidence though allegedly not used because bolt was missing.

The French massacre at Sakiet has irrevocably internationalized the Algerian war, just what the French desperately wanted to avoid. And it was vicious beyond excuse. Our immediate problem, however, is not to stand around deploring it, but to figure out what the U.S. can do about it. We can't now escape open involvement in the North African problem. In fact the U.S. must act quickly and surely, to keep the problem from becoming more of a hopeless, bloody mess.

The West's greatest hope in North Africa is President Bourguiba of Tunisia. Right now he is on the spot (see p. 24).

He is caught between Arab sentiment, violently aroused, and the almost incredible self-justification of the French. "France," Foreign Minister Pineau explained to the Assembly, "intends to defend its interests, and the Tunisian government must understand their sacred [*sic*] character."

Bourguiba has nonetheless managed to keep his own voice down. He is no professional brick-thrower like Nasser. He wants to cooperate with the French in North Africa, not fight them, and he wants the Algerians to do the same, if only the French will concede them some kind of freedom.

It is vital to help Bourguiba while we can. He represents the only sensible approach to the North African dilemma. If the French call us naive for helping him, we might remind them about a like-minded statesman, Ngo Dinh Diem, who saved at least part of Vietnam from Communism, but only after the U.S. was forced to support him against the French. Our NATO alliance with France makes intervention in North Africa an even trickier business. But it must be risked.

The first thing to do is to offer U.S. mediation between Tunis and France, publicly, whatever goes on in the U.N. Next we should support a sensible plan for the federation of Arab

North Africa, the kind of thing Bourguiba and others have long been advocating. The federation should include Tunisia, Morocco and Algeria, and perhaps Libya. It should be allied with Western Europe and the U.S.

Political fusions are fashionable these days. We can hope for some good even from the new Egypt-Syria, and there is great promise in the federation of Iraq and Jordan. North Africa is ripe for federation, too. Historically, all of its regions have been called by a single Arabic name—"Maghreb"—meaning "the West," and they are inhabited by closely related peoples. A constructive federation plan, with Algeria one of the partners and France one of the sponsors, would incidentally get the French and the Algerians off the hook of an argument that gets less reconcilable the longer it goes on in isolation, i.e., whether Algeria should be utterly "independent" or a "permanent" part of France.

Specific aid-and-trade cooperation with the NATO countries is what Maghreb needs, and would like. And a united Maghreb would need American as well as European trade and capital. We could probably even supply direct aid by a few sensible reapportionments in the U.S. loan and aid program. (Last year, for example, we gave our friend Bourguiba in Tunis \$8 million, in curious contrast to \$44 million given to the Communist-infiltrated kingdom of Laos and \$15 million to Tito's army.)

By making Maghreb a reality, we would give Bourguiba and his friends the strength to build their house in the Arab West, untroubled by the five-alarm fires that Nasser keeps lighting in the East. If we fail to act we shall simply insure that Bourguiba or his successors will turn to the way of Nasser—or worse.

ON DISABILITY, LET'S HAVE ACTION

It is now more than two months since President Eisenhower's third illness drew attention to the most serious flaw in the U.S. Constitution—its ambiguity on temporary presidential disability (LIFE, Dec. 9). As Herbert Brownell warned, delay on this subject is "reckless beyond belief," but Congress is still wrangling in committee over how to handle it.

The problem is not that complicated. Congress should reenact what the Constitution originally tried to say, before custom and bad precedents began lousing it up.

According to the best authorities, the Founding Fathers envisioned an office which time has virtually abolished—that of acting president. Article II Section I says that in case the President is unable to discharge "the powers and duties" of his office, "the same shall devolve on the Vice President," meaning the "powers and duties" shall devolve. Ever since John Tyler set the precedent of taking the oath as President after Harrison's death, it has been the undoubted law of the land that the Vice President becomes President when that office falls vacant. But it need not and should not be the law of the land in case of temporary disability.

As things stand, a President who declared his disability (none ever has) would be *presumed* to forfeit his office for good. The results of this presumption have been hair-raising. When Garfield lay dying, some members of his Cabinet tried to get Arthur to take over, but he wouldn't for fear of being called a usurper. Hence the country was without a President for nearly three months. Wilson's last year in office was even more scandalous, his doctor and wife making most of the important decisions. In both cases the fear of forfeiture inhibited all concerned from doing the obviously right and

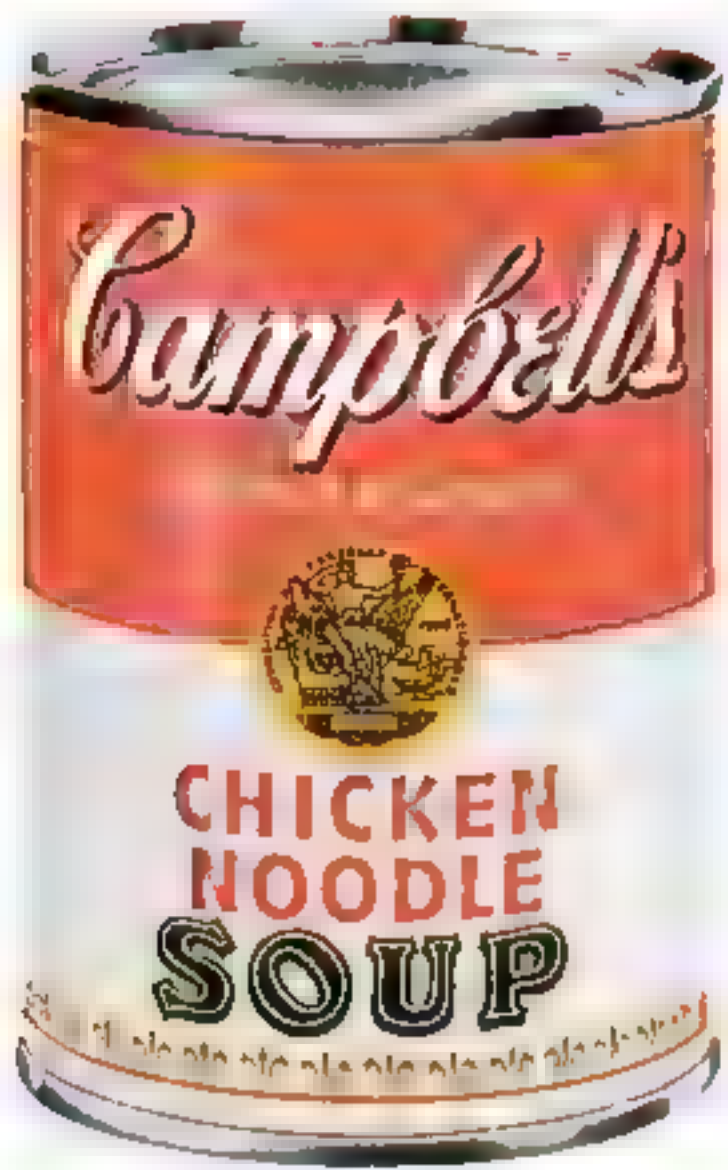
constitutional thing. This was for the President to confess his disability, the Vice President then becoming *acting* president until the President should declare his own recovery, or until the next presidential election.

The same old fear of forfeiture hangs like an unmentionable shadow over Eisenhower's second term. If he should be stricken again, Nixon would simply have to hang back as Arthur did. Instead of correcting this in the simplest way, Congress has got bogged down in Sam Rayburn's plan for a special commission on disability whose voting control would rest with its congressional members. This would encroach on the Executive's constitutional rights, so that the Attorney General would have to recommend a veto.

To cover the most probable risk, no commission at all is necessary, but we need a simple law stating that a President who knows he is disabled can turn over his duties to the Vice President temporarily and reclaim the office when he desires. But a disability commission is a good idea for other possible risks, such as a President's derangement or capture in war, when he would even be incapable of making his wishes known. Backed by such a commission's advice, a Vice President could in these cases declare the President's disability and take over temporarily with good grace and public support. The commission should be merely advisory and certainly drawn chiefly from the President's Cabinet. Otherwise we would face the unnecessary delay of a constitutional amendment.

The fear of forfeiture and usurpation is all that stands between our Constitution and the more flexible one the Founders intended. Congress can remove that fear and should do so at once.

Delicious...any time...every time!



You never get tired of soup, with Campbell's 21 kinds to choose from! Chicken soups, meat soups, vegetable soups, cream soups! No wonder soups are so popular.

And soups are good for you. Soups help supply vitamins . . . and proteins...and minerals. Where could you find better values* anywhere, in wholesome pleasure and nourishment?

Today, have that old favorite—Campbell's Chicken Noodle Soup—the chicken soup with fine golden broth and enriched egg noodles. Tomorrow, have another kind. Make it a happy habit . . . once a day . . . every day . . . Soup. Campbell's, of course!

Have you had your soup today?



*Campbell's Soups cost you less than 7¢ a bowl—such a good value in pleasure and nourishment.

Very unusual! Very elegant! Very easy!



Peas Elegante

- 1 tablespoon butter
- 1 clove of garlic, minced
- 1 17-oz. can Green Giant Brand peas, drained
- 1 3-oz. can mushrooms, drained
- 1 8-oz. can tomato sauce
- 1 teaspoon dried basil
- 3 strips crisp bacon

Place butter and garlic in skillet. Add Green Giant Brand peas, mushrooms, tomato sauce. Sprinkle with basil. Arrange bacon over all. Simmer over low heat 15 to 20 minutes. Do not stir.

Serves 4 to 5.

Famous gourmet discloses

*James A. Beard shows you new ways to get compliments
with vegetables—corn and peas à la skillet*

Now, at the Green Giant's urging, James A. Beard (advisor to chefs and author of cookbooks) reveals two of his personal favorites. Peas and corn à la skillet.

He's adapted the recipes especially for you. They're going to be very easy fixing. The nicest part, though, should come when you serve up. The "ooh's" and "aah's", the compliments. You'll see.

But a few words about ingredients. A gourmet, like Mr. Beard, always selects them carefully. It's Green Giant Brand peas for their very special flavor. And he chooses corn quick-cooked to save the fresh flavor, color and crispness. That's the Niblets Brand, of course.

Green Giant peas. Niblets corn. Different and delicious à la skillet or alone. Enjoy them both soon.



Corn Epicurean

- | | |
|--------------------------------------|--|
| 6 tablespoons butter | 1 tablespoon finely chopped celery |
| 1 tablespoon finely chopped onion | 1 tablespoon finely chopped green pepper |
| 3 tablespoons finely chopped parsley | 1 12-oz. can Niblets Brand corn |
| | 2/3 cup heavy cream |
| | salt and freshly ground black pepper |
- Melt butter. Sauté finely chopped vegetables until tender. Add drained Niblets Brand corn. Heat thoroughly. Stir in cream. Season to taste. Simmer 10 minutes, stirring occasionally. *Serves 4 to 5.*

two treasured recipes

FIRST TIME OFFERED!

Your choice of 4 "accent" colors

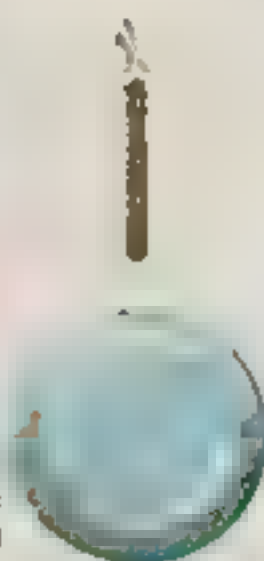
PORCELAIN-ALUMINUM

9" SKILLET

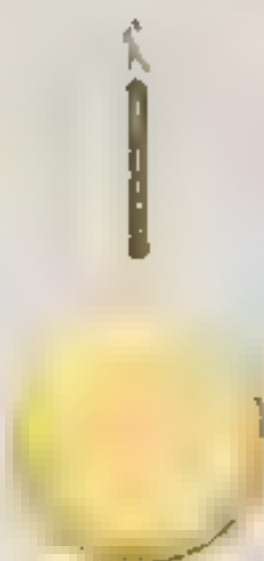
\$6.95 value for only **\$29.95**

plus 2 labels from Niblets Brand corn or Green Giant Brand peas

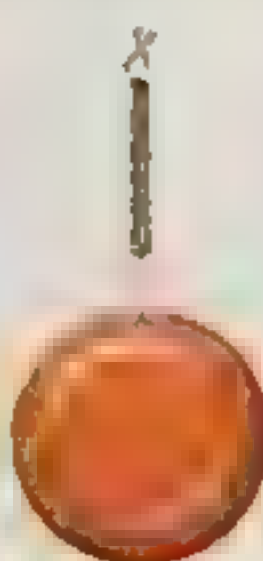
- Amazing new porcelain finish is fused into the "pores" of extra-thick aluminum
- Won't chip, crack or scratch in normal use
- Cleans like glass
- Handsome walnut-encased handle
- Leather loop for hanging



TURQUOISE



YELLOW



CORAL



CHARCOAL

Green Giant Company, Dept. L, Le Sueur, Minnesota

Please send me _____ skillet(s). My color choice(s) is please check _____ Turquoise _____ Yellow _____ Coral _____ Charcoal. For each skillet I enclose \$2.45 in check or money order, and 2 labels from Niblets Brand corn or Green Giant Brand peas.

Name _____

Address _____

City _____

Zone _____

State _____

Good only in continental United States. Void in states where prohibited or taxed by law. Offer expires 4/30/64.

Any corn flakes are real gone...
as long as they're **Post Toasties**



REAL GONE—THAT'S FOR SURE... both the miss and her corn flakes! They're Post Toasties—rolled and toasted a special way that keeps the sweet corn flavor in each curly bit o' crispness. No wonder folks call them the "little bit better" corn flakes. Go ahead—taste 'em yourself!



ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER



The Breakfast Foods of General Foods



NEW MERGERS, Iraq-Jordan federation in blue, Egypt-Syria Republic in gray, are shown on map.

A NEW LINKUP OF ARAB LANDS

Eleven days after Egypt and Syria merged into the "United Arab Republic" (LIFE, Feb. 17) the pro-Western Kings Faisal of Iraq and Hussein of Jordan countered by combining their countries into an "Arab Federation." A challenge to Nasser's claim to Arab leadership, the Iraq-Jordan merger also made more practical sense than the geographically artificial Egypt-Syria union. Iraq and Jordan have common borders (*map, above*), their currencies are the same and their people are more closely akin than those of Egypt and Syria. Moreover Faisal and Hussein are cousins.

In the federation Faisal becomes chief of state but both kings keep their royal authority at home. The capital will be at Baghdad half the year and at Amman the other half. There will be a federal parliament, one army and one diplomatic service. The merger is a boon to economically shaky Jordan, where Hussein's very throne has long been menaced by Damascus and Cairo. And the door is left open for next-door, oil-rich Saudi Arabia to join up too.



PAIRED KINGS, 22-year-old cousin Faisal of Iraq (*left*) and Hussein of Jordan meet at Amman airport

to start three days of conferences that ended with a proclamation announcing merger of their realms.

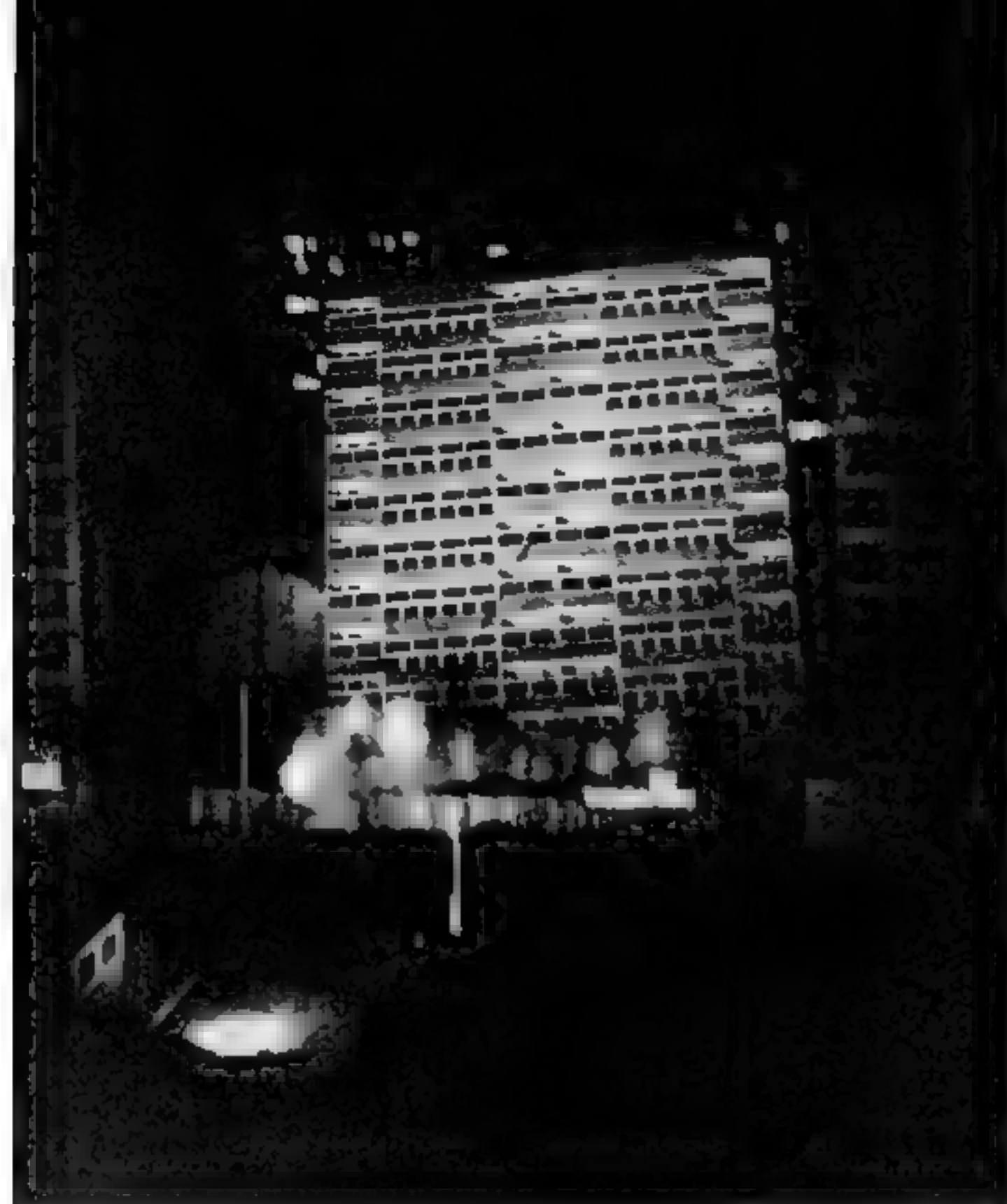


HANDSHAKES ALL AROUND characterized federation talks. At left Faisal and Hussein greet Syrian diplomat before state dinner in Amman's Basman Palace.



In center Mohammed Ali Rida, secretary to Jordan premier, approaches kings. Right: Jordan Premier Ibrahim Hashem (*center rear*) watches royal greetings.





THE FALL OF THE 'HOUSE OF ST. KING LOUIS'

It almost looked like a movie premiere. Floodlights bathed a brand-new, 13-story Rio de Janeiro apartment building, the House of St. King Louis, while radio, TV and newsreel crews gave millions of Brazilians a minute-by-minute build-up. At last the building started to topple slowly backward (*top left*), fell over (*top right*) and smashed in a cloud of dust (*bottom left*). For mushrooming Rio de Janeiro, the collapse was spectacular—but not unusual. Rio contractors often skimp on foundations, and seven major buildings have collapsed in the past 14 years. At the \$1 million

House of St. King Louis, engineers had found that the foundations were sinking and tried desperately to shore them up. But a week's efforts were to no avail and Rio engineers conversant with collapses forecast within five minutes when the walls would come tumbling down.

Because of the advance warning no one was hurt. When the dust cleared the following day, sightseers gathered at the scene (*bottom right*). Politicians were indignant, the city building department promised the fullest investigation—and builders went about their business as usual.



**MILDNESS
MAKES
THE
DIFFERENCE**



—and the difference
is wonderful!

Any Tareyton smoker will
tell you—Tareyton's special
mildness means a whole new
kind of smoking enjoyment.
You get fine, mild tobaccos—
a filter that really filters. Your
taste stays clean, fresh, wide-
awake—pack after pack.
Try Tareytons—you'll see.

filter tip **TAREYTON**

BY THE MAKERS OF HERBERT TAREYTON—FAMOUS FOR QUALITY, DELIGHTFULLY MILD, TIPPED, FULL KING SIZE.



BRITISH ELECTION ATTRACTION, ACTRESS MOIRA SHEARER, HELPS CAMPAIGNING HUSBAND LUDOVIC KENNEDY (REAR) ASK ROCSDALE SHOPKEEPER FOR VOTE

BELLE THAT HELPED TOLL DEFEAT FOR TORIES

The British parliamentary by-election in the industrial Rochdale constituency last week had two arresting things about it: the beautiful actress-ballerina Moira Shearer (*above*) and a smashing defeat for Prime Minister Harold Macmillan's Tory party. Miss Shearer campaigned demurely and effectively at the side of her husband, Liberal candidate Ludovic Kennedy. When the votes were counted, Kennedy had lost to the Labor candidate but, to the surprise of all, pulled almost double the votes of the Tories, who had held the seat for the last seven years.

Much of Kennedy's support came from the traditional Tory vote. This mirrored Britain-wide discontent with the inflation, the cuts in social services and the sense of aimlessness under Conservative rule. The vote gave the small Liberal party a great shot in the arm and foreshadowed a general election. There, if the Rochdale pattern is repeated, the Liberals may cut into the Tory vote enough to make Labor boss of Britain again.

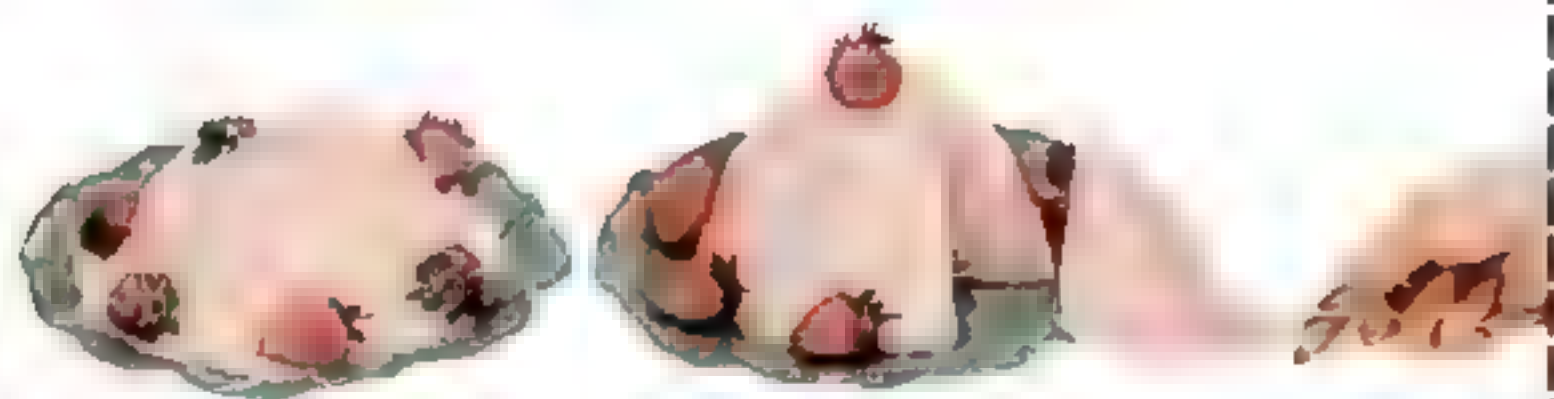


ELECTION WINDUP finds Moira talking to Laborite John McCann's wife before TV program (*above*). After ballot count, winning McCanns embrace (*below*).



FIRST TV COVERAGE of a British election brings (from left) Tory John Parkinson, Laborite John McCann, Liberal Kennedy before cameras in town hall.

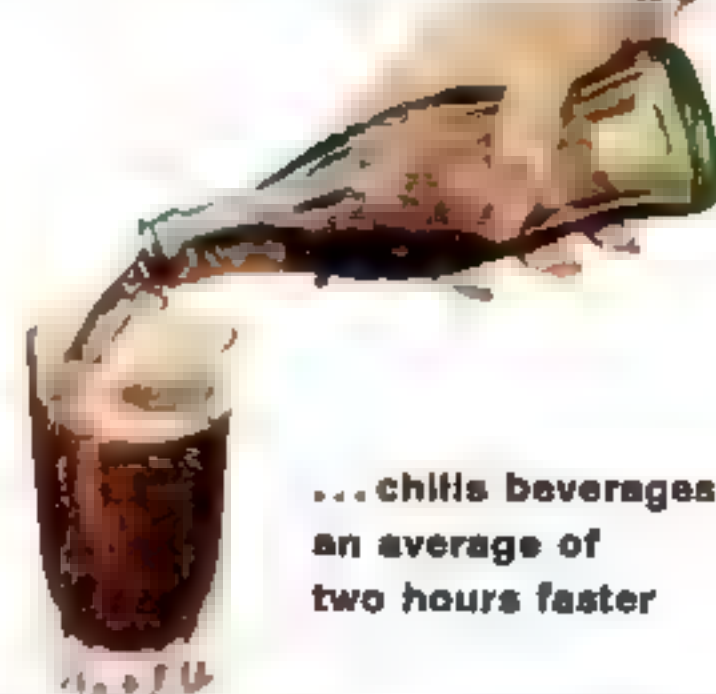




No more desserts
that never get firm



Westinghouse chills desserts
firmly... faster



...chills beverages
an average of
two hours faster

WESTINGHOUSE WITH COLD INJECTOR

chills foods, beverages faster... keeps them better

So much more than a
"storehouse"—
a hospitality center.

Guests coming? In less time than it takes to set out ashtrays, plump pillows, fix flowers, you can chill your refreshments in your Westinghouse! And you can be so proud of the way it looks! Inside, it's compartmented like a desk, with ten Store-and-Serve units that go handily to counter or table. Glide-out Shelves adjust to 12 positions. FROST-FREE automatic defrosting refrigerator; huge separate home freezer. Yet Westinghouse refrigerators start at \$199.95 less trade. Do see them!

YOU CAN BE SURE...if it's

Westinghouse

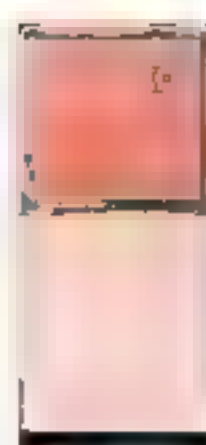
Westinghouse Electric Corp., Columbus, Ohio



New **Cube Server** showers down non-stick cubes into a large serving basket. Lets you keep up to six trayfuls on hand for quick and convenient serving.



Magnetic door is child-safe—opens at a touch. Ceramic magnets—Lifetime guaranteed.



11 Color Panels and 5 cabinet colors give you 55 ways of owning color. 3 ways are shown above. Shape of Tomorrow styling fits under your standard 18" cabinets to look built-in without built-in cost.

THE
SHAPE



OF
TOMORROW

See TV's top dramatic show—Westinghouse Studio One in Hollywood.



***underwood announces**

new phone-size, all-electric adding machine

**All the sturdy features you'd expect
to find only in big, expensive machines**

\$9²⁶
a month
Total price
only \$168.50 plus tax



"like wearing magic gloves"!
**underwood Master-Touch^{*}
Add-Mate^{*}**

**SO LIGHT—SO HANDY
YOU'LL HAVE TO HOLD IT TO BELIEVE IT!**

**PHONE SIZE
ONLY 7½ lbs.**

\$168⁵⁰
plus
tax

as low as \$9.26 a month
after small down payment
(Carrying case optional)

lowest priced, all-electric — new Add-Mate goes everywhere!

Here's the ideal low price adding machine for store, home or office. Does everything you'd expect of big, expensive machines: adds, subtracts, multiplies, totals and sub-totals all electrically. All entries are permanently recorded on tape to insure accurate records. Use the phone-size Add-Mate anywhere. It's easy to move on the desk or counter; slips conveniently into luggage or desk drawer. Anyone can use it. The Add-Mate is available at your local Underwood office.



*An Underwood trademark



On the counter



On the desk



On the go



At home

underwood
MASTERS YOUR PAPERWORK



VILLAGE BAND PLAYING DIRGE PRECEDES OSKAR'S COFFIN ALONG CASTLE RAMPART. HONOR GUARD OF FORESTERS PRECEDES COFFIN, FOLLOWED BY FAMILY

DIRGE FOR THE IMPERIAL PAST

The Kaiser's last son, Prince Oskar, is buried at Hohenzollern family castle

The somber tread of a funeral cortege wending its way along the high ramparts of a medieval castle signaled the end of one of Germany's last links with the imperial past. Kaiser Wilhelm II's last surviving son was being buried. Prince Oskar, fifth of the Kaiser's seven children, had died of cancer. Although he had been a soldier—as befitted a Prussian nobleman of his rank—he had later turned to gentler pursuits. As a humanitarian he was president of the Johanniter Order, which, founded in the time of the

Crusades, maintains 13 hospitals in West Germany.

Oskar's funeral, in the village seat of the Hohenzollern family in Württemberg, was small and rigidly austere, a wistful survival of Prussian formality and dignity. A few mourners, his old acquaintances among the surviving German nobility, attended services in the Hechingen village church. But only the family—sister and wife and children and close relatives—went up the tall hill to the battlemented Hohenzollern castle where the prince was laid to rest.



PRINCE OSKAR, nearly blinded by injury, had grown frail in late years.



Pleasant Anticipation!

Folks the world over look forward to the arrival of Black & White Scotch Whisky with pleasant anticipation. That's because its quality and character never change!



"BLACK & WHITE"
The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

Hohenzollern Funeral CONTINUED

SOME MEMENTOS OF A ROYAL FAMILY



AS A BABY of one, and then youngest child, Oskar sat in 1889 family portrait on mother's lap. Others in portrait (from left) were Princes Adalbert and Friedrich Wilhelm, Kaiser, then 30, Princes Eitel and August Wilhelm.



AS YOUNG OFFICER, Oskar posed with his father and brothers. From the left, the Hohenzollern princes were Adalbert, Joachim, August Wilhelm, Crown Prince Friedrich Wilhelm (to Kaiser's left), Oskar and Eitel Friedrich.



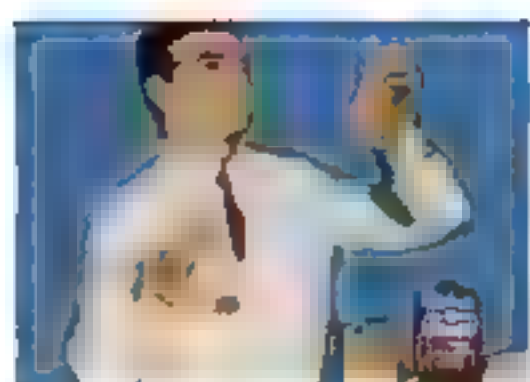
WITH LUDENDORFF, one of Germany's greatest soldiers, conqueror of Russians in 1914, nearly victor over Allies in 1918, Oskar (left) appeared at patriotic celebration. In World War I, Oskar was officer in King's Grenadiers.

CONTINUED



SCUFF IT! SPILL ON IT! JUST "DAMP MOP" IT AND THE SHINE'S STILL THERE!

SELF-POLISHING AEROWAX SAVES RE-WAXING ...the shine comes back again and again with easy buffing!



Double-Rich in Wax. AEROWAX contains twice as much *real* wax as leading hard finish brands—yet saves you 26¢ a pint!



For All Type Floors. AEROWAX works wonders on linoleum, wood floors, asphalt tile, rubber tile composition, terrazzo.

There's nothing like AEROWAX for keeping today's smart, modern floors at their sparkling best. With this popular, work-saving wax you shine *without rubbing* and then shine again *without re-waxing*!

That's because AEROWAX is double-rich in *real* wax. Its deeper, richer lustre lasts longer—comes back again and again with easy buffing. You can even scuff it—spill on it—let the youngsters give it "the works"—then just damp-mop it and the shine's still there! Get a can of self-polishing AEROWAX at your favorite store today! The results will thrill you.



Self-polishing Aerowax makes even dullest floors dazzle!

How to make any fish a royal dish!



Seafood Cocktail Sauce

For each serving, add 1/4 tsp. A.I. Sauce to your favorite cocktail sauce. Or try this to serve 1 pleased people. Blend 1/4 cup catsup, 1/4 tsp. A.I. Sauce, 1/4 tsp. horseradish, 2 tsp. lemon juice, salt and pepper to taste.



Golden Fish Sauce

Combine 1 cup mayonnaise with 2 tbsps. each A.I. Sauce and prepared mustard. Serve with fried, baked or broiled fish. Makes 1 1/4 cups.



Pan-Fried Fish

Brush small whole fish (brook trout, smelts, etc.) or 2 lbs. fish filets with 1 tbsps. A.I. Sauce. Dip in 1 cup yellow corn meal seasoned with 1/2 tsp. salt and 1/4 tsp. pepper. Fry in 1 tbsps. hot fat till crisp and brown, about 4 mins. each side. Serves 6.



A.I. Baked Fish

Add 2 tbsps. A.I. Sauce, 1/2 tsp. salt and 1/4 tsp. pepper to 1 cup milk. Slightly crush 1 1/2 cups corn flakes. Dip 2 lbs. fresh or frozen fish filets in flour, then in milk, then in corn flakes. Place on greased cookie sheet spread over 1 tbsps. melted butter or margarine. Bake 20 mins. in hot oven (450°F.). Serves 4.



Remember, your family likes to dine out occasionally. Your favorite restaurants serve A.I. Sauce. Be sure to ask for it.



AN OLD COMPANION, Baron Rudolf von Twickel, representative of the Knights of Malta, talks with other dignitaries near Hechingen village church.



TOLLING FOR THE PRINCE, the village boys of Hechingen pull the bell ropes summoning the mourners to Prince Oskar's Protestant funeral services.



WIDOW AND SON, Princess Ina Maria, an aristocrat who was raised to royal rank by Kaiser, enters church with Prince Burchard, Oskar's elder living son.

AMAZING NEW HAIR CREAM!

**Moisturizes scalp to
fight dryness and dandruff
while it grooms!**

VALCREAM



GROOMS WITHOUT SHOWING

No oily look, no greasy feel, no dry scalp

New Valcream not only keeps hair neat and natural looking. It actually moisturizes your scalp as it grooms! Valcream helps fight dryness and dandruff all day, keeps

hair looking healthy, handsome. What's more, Valcream grooms without showing. Greaseless...never leaves a white film. Try this new grooming product—Valcream!



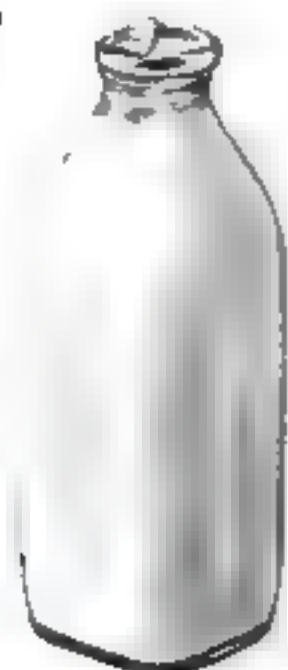
Giant size only 59¢ plus tax

Another fine product of Chesebrough-Pond's Inc.

chocolaty NESTLÉ's *Quik* gets youngsters to drink more milk



and love it!



Instant! Delicious! Nothing's more fun . . . nothing's better for them than plenty of milk and delicious, chocolaty QUIK. Nestlé's® QUIK® is pure, wholesome, easy to fix! Just 2 spoonfuls added to milk turn it into a chocolaty treat. Never messy like syrups. QUIK is the easiest, most popular way to get children to drink lots more milk. Nestlé's QUIK gives milk the added nourishment your youngsters need.

New-hot QUIK!

Easiest way to make a luscious hot chocolaty drink. Just add QUIK to hot milk. Nourishing, wholesome, great for youngsters.

©1957, The Nestlé Company, Inc.

NESTLÉ'S MAKES THE VERY BEST CHOCOLATE

Hohenzollern Funeral CONTINUED



MOURNERS ON THE DRAWBRIDGE, members of family walk bareheaded into the Hohenzollern castle. Oskar was buried there in the family cemetery.



FELLOW NOBLEMEN come to pay respects and talk over their good old days. Men at reception after funeral are knights of Oskar's Johanner Order.

TAKE THIS VALUE GUIDE ALONG WHEN YOU SHOP FOR TV

RCA Victor shows you what to expect for your money: lean styling, clean-lined design, mirror-sharp picture. Compare these new models before you buy!

LIGHTWEIGHT PORTABLE \$129.95



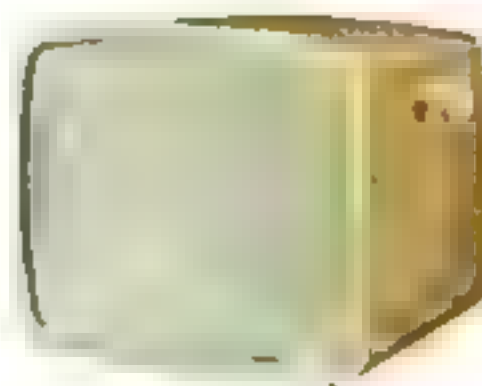
Lowest price top performer in its class. New "Mirror-Sharp" picture, "Flight-Line" tapered design. Really easy to carry. Ideal second set, Ebony finish.
14PT802 (108 sq. in. viewable picture)

HIGH-POWER PORTABLE \$189.95



Light, yet has powerful console-like performance. Deluxe styling, V-type telescoping antenna. Has finger-tip balance handle. Blue-and-gray finish.
17PD809 (156 sq. in. viewable picture)

BIG-PICTURE TABLE SET \$179.95



Budget-priced, big screen. It saves space, helps decorate. Slim taper cabinet fits places TV couldn't go before. Walnut grained finish (shown). extra.
21T822 (262 sq. in. viewable picture)

SWIVEL TABLE SET \$219.95



One touch and this TV turns to face any part of your room. Full-size telescoping antenna. Has "One-Touch" on-off control. Lined oak grained finish.
21T824 (262 sq. in. viewable picture)

TV-PHONO COMBINATION \$239.95



Two-in-one value here—table TV plus "Victrola"® 45 record player in compact cabinet. Features extra-large speaker. In lined oak grained finish.
14VT8 5 (108 sq. in. viewable picture)

SPACE-SAVING CONSOLE \$269.95



Lean and clean—saves up to 9 3/4" floor space. Swivels at a touch. "Mirror-Sharp" picture and Balanced Fidelity FM Sound. Lined oak grained finish.
21T839 (262 sq. in. viewable picture)

TV WITH EXTRAS \$349.95



This handsome console has 3 speakers, light-up channel indicator, tone control, phono-jack for record player. Saves space. Mahogany grained finish.
210852 (262 sq. in. viewable picture)

BIGGEST PICTURE TV \$369.50



For the larger room—RCA Victor TV with 24" overall diag. picture, 3 speakers. Slim cabinet saves space as never before. Mahogany grained finish.
24D865 (332 sq. in. viewable picture)

FITS INTO CORNERS \$379.50



RCA Victor "Custom-Corner" TV saves space, gives room-wide viewing. 3 speakers, tone control, Provincial in genuine birch veneers and solids.
21D862 (262 sq. in. viewable picture)

TV PLUS HIGH FIDELITY \$550.00



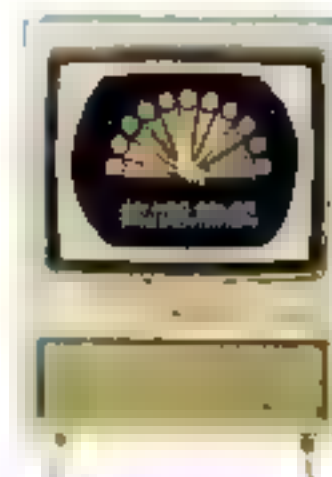
See, hear the difference. This TV has 4-speed "Victrola," 5 speakers, true high fidelity system. Plug-in jacks for attachments. Walnut veneers and solids.
21VF869 (262 sq. in. viewable picture)

COLOR TV TABLE SET \$550.00



New Mark Series RCA Victor Color TV—with tinted safety glass, aluminized picture tube, simplified "Color-Quick" tuning. In mahogany grained finish.
21CD872 (260 sq. in. viewable picture)

COLOR TV CONSOLE \$645.00



Enjoy wonderful new color shows on this "Living Color" TV by RCA Victor. Performance-proved, easy to tune, dependable. Lined oak grained finish.
21CT785 (254 sq. in. viewable picture)

SERVICE RCA Victor TV has a special advantage—only its owners can buy an RCA Victor Factory Service Contract for expert service and installation by RCA's own technicians. RCA Service branches in most TV areas.
All sets illustrated available in a variety of finishes.



Every year more people buy RCA Victor than any other TV

See Como, Gobel, Fisher shows on NBC-TV in Compatible Color. Mfrs. natly. advd. VHF list prices shown. Slightly higher for West, South. UHF opt. ext. Prices, specs., subject to change. ®RCA trademark for record players.

Just arrived...



THE ALL-NEW 1958 BEAUTYREST

...with more buoyant firmness
than ever before!

**New resilience! New firmness! 12% greater
spring support! And this newest, most restful
of mattresses actually costs least to own!**

HERE IS important news for all who treasure their rest, their comfort, their budget. The world's finest mattress has been made finer, firmer—and designed to last longer and cost less than any mattress you can buy. Let the illustrations on this page show you how:

New power-packed springs, pocketed under compression, have now added 12% firmness to the new 1958 Beautyrest®. And it's the right kind of firmness—*buoyant* firmness—best for your back, your comfort and your rest.

See, too, how Beautyrest independent spring construction gives single-bed comfort to double-bed sleepers—so important to the 7 out of 10 married couples who share the same mattress.

See how, in torture tests made by United States Testing Co., Beautyrest has been proved to last 3 times longer than the next best mattress tested—and why this means that the world's finest mattress actually costs least to own.

Two choices of firmness! The new firmer Beautyrest for all normal requirements. And the new Extra-Firm Model Beautyrest for those who need or prefer even more support. Each only \$79.50. King-Size and extra-wide models also available.

Be sure to get the matching Beautyrest box-spring—to bring out the best in your Beautyrest mattress.

Important: After a small down payment, Beautyrest terms can be arranged as low as \$1.50 per week.

Wake up wonderful

BEAUTYREST
by **SIMMONS**



Prices slightly higher in Canada.



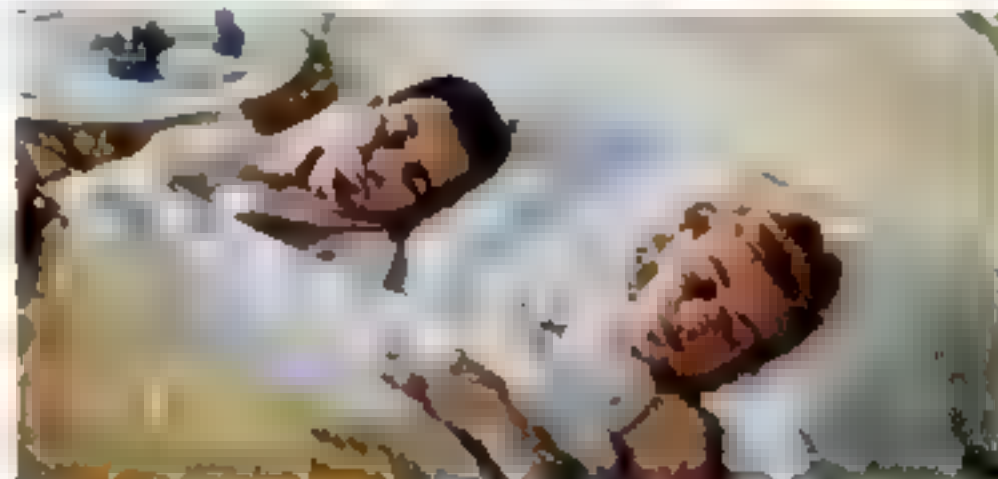
Ordinary mattress is made with about 200-300 springs. Wired together, they sag together under your weight. When you push down on one, you push down on all. They're not free to push up and correctly support the shape of your body. This "sagging support" is bad for your back, your comfort, your rest.



Beautyrest mattress is made with over 800 separate springs. Not wired together, they can't sag together. Each is free to push up under you. Together they firmly support the weight and shape of your whole body. In the new Beautyrest, springs have been power-packed to give 12% more firmness.



New Beautyrest springs are power-packed by compressing each one under tension. This adds 12% greater *buoyant* firmness that pushes back up under you.



Single-bed comfort in a double bed! Beautyrest alone has separate springs. No rolling together. The heaviest husband cannot disturb his partner's rest.



Outlasts other mattresses 3 to 11 Under the pounding of the heavy roller, Beautyrest lasted 3 times as long as any of the 20 leading mattresses tested by the U.S. Testing Co. So, in the long run, the best costs least!

*Trade-mark Reg. U.S. Patent Office, Copr. 1958 by Simmons Co., Mdse. Mart. Chicago, Ill.

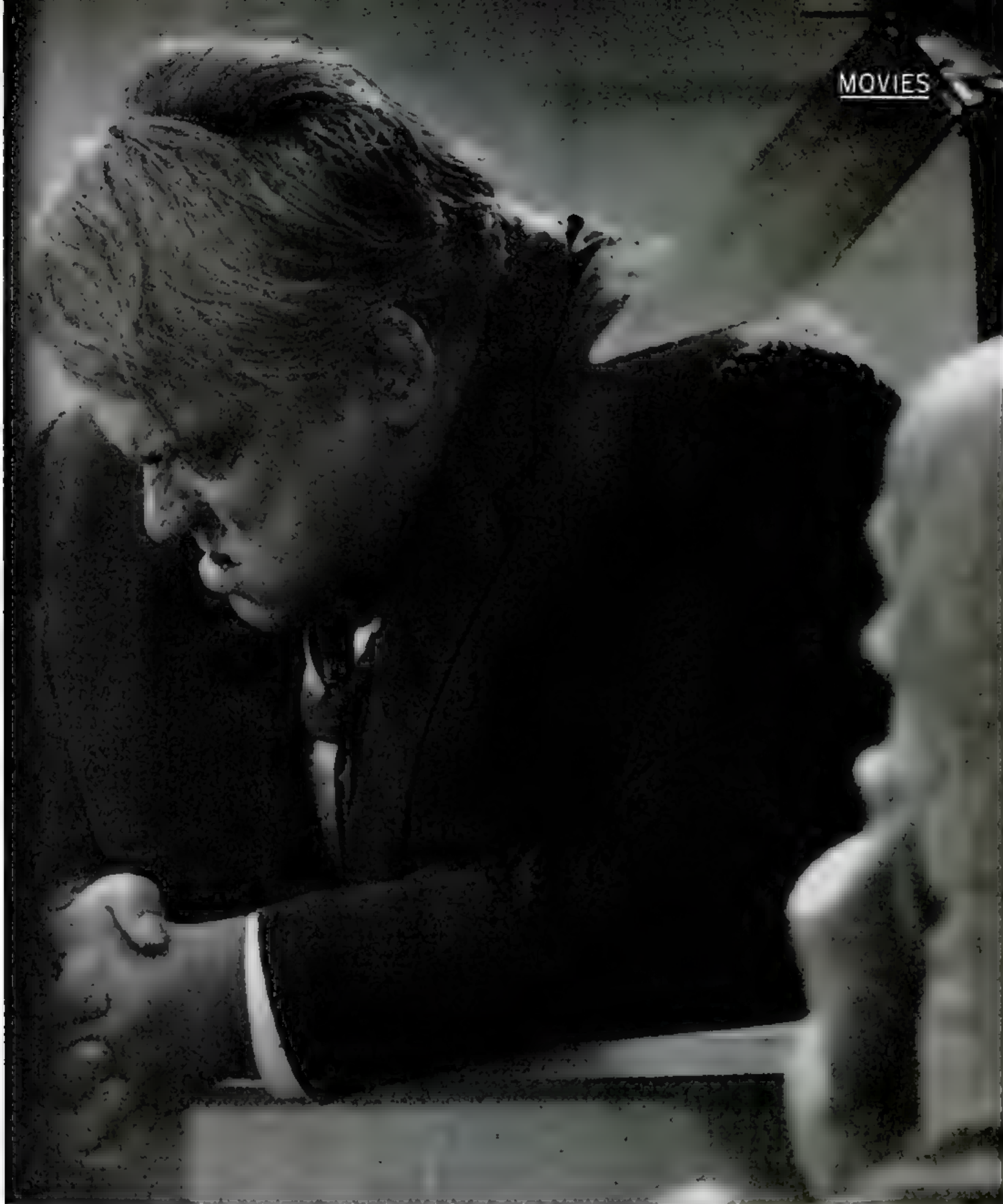


What do eggs scramble for?



...because Hunt's is spiced with imagination!

Hunt Foods, Inc., Fullerton, Calif.



WEARING PUTTY NOSE AND FALSE RINGS UNDER HIS EYES TO LOOK OLDER, ORSON WELLES GETS INTO MOOD TO CONFRONT SON WHO TRIED TO KILL HIM

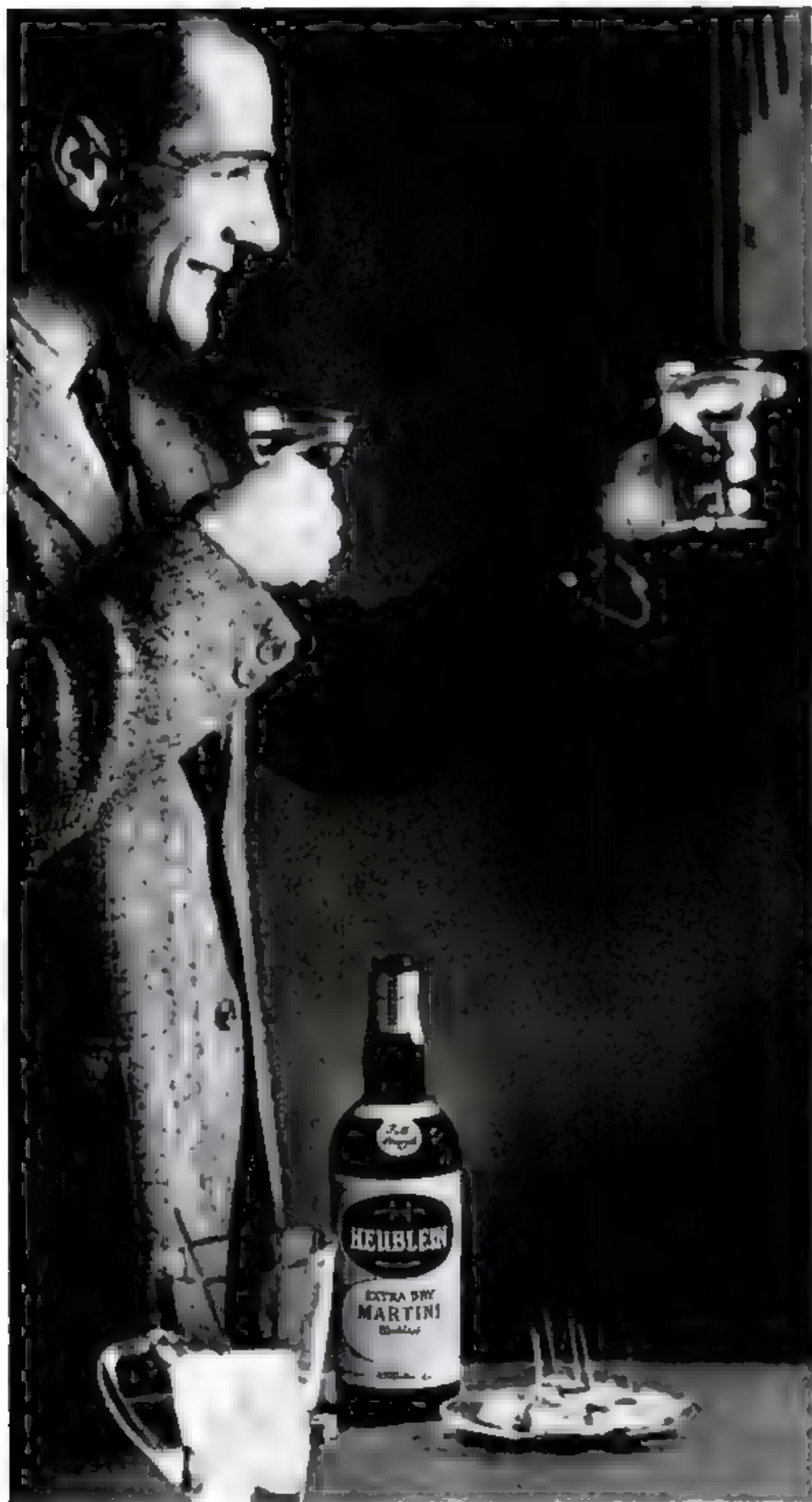
The Return of Awesome Welles

After many years in Europe, Orson Welles, once the awesome boy wonder of movies, stage and radio, has staged a re-invasion of Hollywood. Now 42 years old, he is a mountainous man of 275 quivering pounds and 1,000 hotly held opinions. He approaches every movie scene with the Olympian omnipotence of the director, even when—as in the latest and biggest of his current Hollywood films—he is not the director. In setting out to do *The Long, Hot Summer*, taken from William Faulkner, Producer Jerry Wald hired the flamboyant Welles as star. But he signed the equally

opinionated Martin Ritt as director and sat back to see what would happen.

"Two weeks after we started," Ritt remembers, "you could get bets we would never finish. Such rows!" "There was," rumbles Orson, "a note of suspicion; I did not know what kind of monkeyshines I would have to put up with and the cast did not know what kind of caprices they would have to put up with from me." But from one battle to the next they worked out the problem. The result is rich acting by Welles as a blustery plantation owner and a first-rate movie full of sex, fun and barn burnings.

happiest hour of the day...



YOU'VE GOT IT MADE WITH HEUBLEIN COCKTAILS

Advice to wives: let nothing come between you when he gets home tired at night. Nothing, that is, but Heublein Cocktails—the smoothest sipping two people can enjoy.

Mixed to perfection you just stir with ice and serve. No mess, no fuss, no waste.

the modern way — ready to serve

EXTRA DRY MARTINIS—75 proof, made with pot still gin and finest vatted vermouth
MANHATTANS—65 proof. Eight other popular kinds—all full strength.
G. F. Heublein & Bro., Hartford, Conn.

RETURN OF WELLES CONTINUED



BURST OF LAUGHTER, easing tensions on set, rumbles up in Welles after Director Ritt (right) has called out: "Bravura, play it with bravura"



CLOUDS OF SMOKE come from Welles as he studies set. Because his role called for much smoking, he charged his cigars to the movie company.



WASTING NO TIME, Welles reads between scenes while make-up man dabs at his face. He gets through at least a book a day, calls his reading a vice.

CONTINUED

With a **CONN**

*your satisfactions
never end...*



PICTURED IN THE BEAUTIFUL CONN MINNET, STYLED BY RAYMOND LOEY

See for yourself how many thrills await you



Why learning is such fun. Instead of tiresome scales and exercises, you start right off with real tunes. Your satisfactions begin the very first day—then multiply through the years!

With a CONN, your first satisfactions are *only* the first. Learning is easy, to be sure—a joy in itself. But then each time at the CONN brings a new reward... each accomplishment carries a new thrill.

And why? Because the CONN is not a "semi-organ," or a make-believe, but a superb musical instrument—kin to the mighty pipe organ and heir to a musical tradition more than 80 years old. This means that as you develop new

skills, try new effects, you will never find it wanting. With a CONN, the response you seek is always there—faithful, pure... your satisfactions never end.

But let your CONN dealer show you how quickly they begin: how you can pick out tunes from the very start. You'll be pleased to find there's a CONN in a style for every surrounding, at a price for every purse—five beautiful models starting at \$995.

CONN ORGAN

magnificent in music

PRODUCT OF AN 82-YEAR TRADITION



Conn Organ Corporation
Elkhart, Indiana, Dept. L-2

Yes, I'd like to know more about playing the organ. Please send me your illustrated booklet "How to Choose the Organ for Your Home."

Name

Address

City Zone State

YOU WON'T FIND YOURSELF IN HOT WATER...



...if you have expertly planned protection

You can't expect to have sound protection if you buy your insurance like groceries off a shelf . . . a little this—a little that—maybe a so-called bargain now and then.

You need the professional advice and careful planning of an independent insurance agent or broker. His long training and experience give him the skill to analyze your needs and recommend the right coverages and proper amounts for dependable protection. He also can select a long-established capital stock company in which to place your insurance.

Being a neighbor in your community, he is always available for counsel. And should you have a loss, you will find him to be a valuable and helpful friend, on hand to help you in many ways.

For the name of a nearby agent who can place your protection in America Fore Loyalty Group Companies, call Western Union by number and ask for Operator 25.



- ★ THE CONTINENTAL INSURANCE COMPANY ★ FIDELITY-PHENIX FIRE INSURANCE COMPANY
- ★ NIAGARA FIRE INSURANCE COMPANY ★ THE FIDELITY AND CASUALTY COMPANY OF NEW YORK
- ★ FIREMEN'S INSURANCE COMPANY OF NEWARK, N. J., AND SUBSIDIARY COMPANIES

RETURN OF WELLES CONTINUED



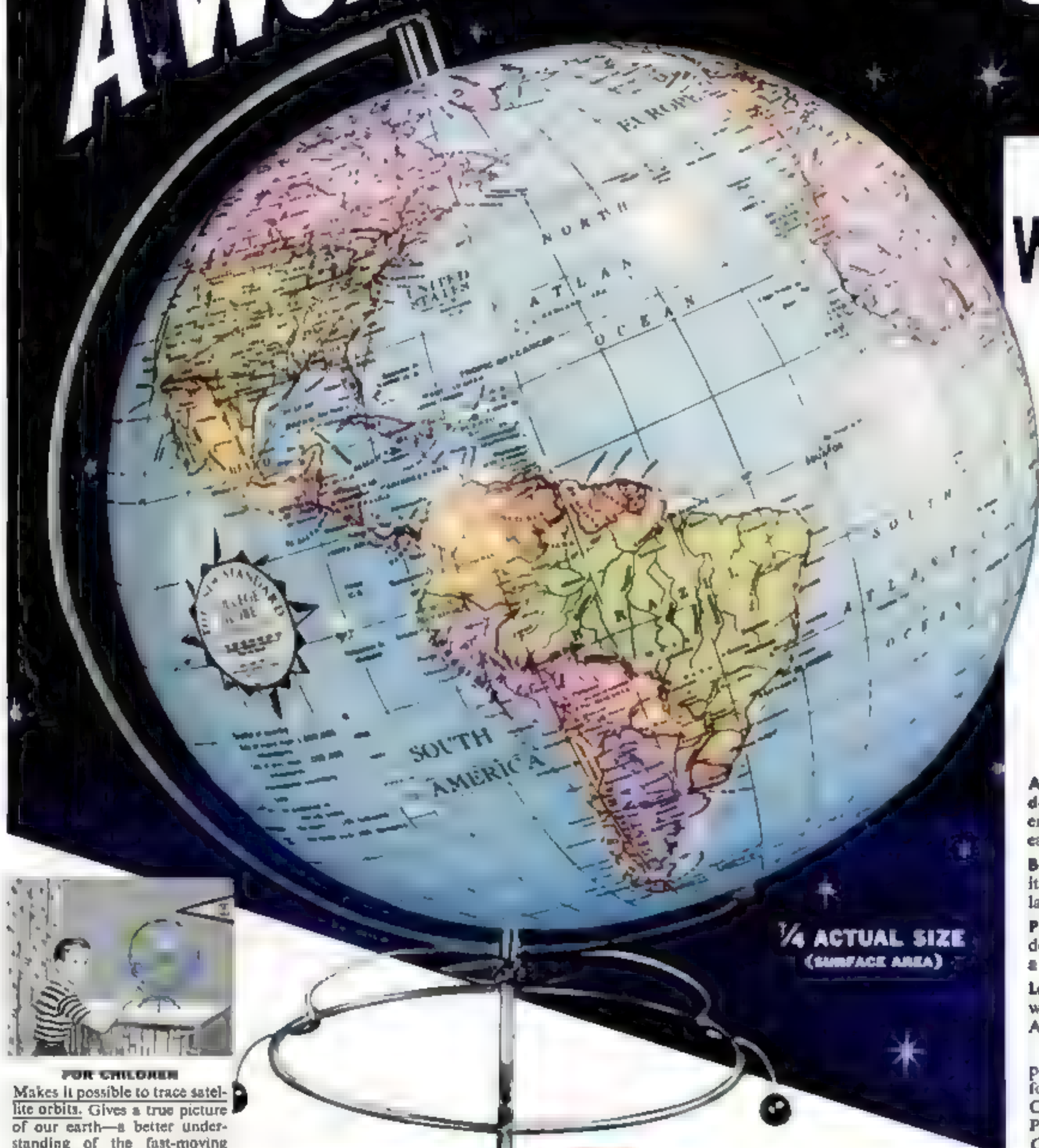
WATCHING THE DIRECTOR, Welles, whose interest in the movie never flagged, listens as Ritt, waving his hand in air, guides the work of other actors.



GLOWERING AT DIRECTOR, Welles stands as Ritt frames his face for camera. Despite differences the two finished full of respect for one another.

Now...

A World Of Your Own!



1/4 ACTUAL SIZE
(SURFACE AREA)



FOR CHILDREN

Makes it possible to trace satellite orbits. Gives a true picture of our earth—a better understanding of the fast-moving developments in space explorations, history, geography, and current world events.



FOR HOME OR OFFICE

Impressive in appearance, decorative and useful. More than 2,000 place names can be seen clearly. Easy to pick out states, nations, rivers, canals, mountains. You'll follow the great circle routes traveled by modern airliners—learn about climates and time zones.



12-INCH

WORLD GLOBE

\$4.95 VALUE

**YOURS \$2.00
FOR ONLY**

Plus a Carton or Sales
Receipt from either:

**COLGATE DENTAL CREAM
HALO SHAMPOO—or
PALMOLIVE RAPID-SHAVE**

Or Carton or Sales
Receipt from any
Colgate-Palmolive Toiletry

A fascinating globe of the world that brings daily news reports to life—increases your enjoyment of Reading, Radio and TV. Spins easily and silently at the touch of a finger.

Beautiful! Lithographed in 9 beautiful colors, it is finished with a remarkable gloss-tone overlay that gives it a glass-like surface.

Practically Indestructible! Cannot break or dent. Easy to inflate. You can write on it with a crayon—clean with a damp cloth.

Large and Clear! Comparable to a 452-sq.-in. wall map. Large clear type is easy on the eyes. A wealth of information at your fingertips!

Worth \$4.95—Colgate-Palmolive makes it possible for you to get this 12" World Globe for only \$2 plus carton from Colgate Dental Cream or Halo Shampoo—or sales receipt from Palmolive Rapid-Shave . . . or any other Colgate-Palmolive Toiletry.

CUT OUT THIS HANDY ORDER BLANK NOW!

WORLD GLOBE,
BOX 28, BROOKLYN 1, N. Y.

Please send me, postpaid, _____ 12" World Globe(s) as described. For each Globe ordered, I enclose \$2.00 (check or money order) and carton from Colgate Dental Cream, Halo Shampoo or sales receipt of Palmolive Rapid-Shave—or any other Colgate-Palmolive Toiletry.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Allow at least 3 weeks for delivery. Offer expires April 30, 1958. Offer good in Continental U. S. A., Hawaii and Alaska. Void wherever taxed, prohibited or otherwise restricted.



BRIGHT COLORS of new spring suits and coats are shown here against a maze of wiring that suggests an electronics plant. The green suit worn by the girl on floor is loose-jacketed, easy fitting (Sportwhirl, \$39). Red suit behind has cropped

jacket (Sportwhirl, \$39). The three-piece blue outfit in the center is a braid-trimmed boxy style (PRL, \$70). The girl standing on a reel of cable wears a low-belted chemise coat (Sportwhirl, \$15) with a high floral printed turban by Emme.

A Scientific Slant for Spring

The new street clothes this spring will have a look whose bright colors seem to have been borrowed from technology's world of electronic tubes and wires and whose sleek shape reflects an age of jets and missiles. Suits and coats are made of soft, shaggy wools that take strong dyes well, and a suggestion of the chemise—the clothes are loosely fitted, low-waisted, are at least two inches shorter than last year—gives a jaunty, streamlined air. The clothes shown on these pages are moderately priced and are intended primarily for young figures. But almost all of the new spring styles, no matter what the price tag, have a bold feeling, which is often heightened by bright matching hats and shoes that carry out the same color from head to foot. Besides giving a slant to the new clothes, science has also made some practical contributions to fashion (*next page*).



SLIM SHAPE of a chemise coat dress for street wear (Junior Sophisticates, \$45), here seen in a setting suggesting rocket fuel vapor, is emphasized by a high matching hat by John Frederics.



CONTINUED

Suits that do not spot, never need ironing

Modern technology, which in fashion has until now been largely concerned with synthetic fabrics, has given a boost to an old stand-by. The wool suit below has been subjected to a new chemical treatment which coats the threads of most materials. The ink being splattered will not soak in, can be blotted off in a few seconds. And synthetics, like those in the suit opposite, now emerge crisp and clean from both washer and dryer.



SPOT-RESISTANT WOOL is used in suit (Zelinka-Mathick, \$95) that can be mopped clean of ink and all oil and water-based stains. It has been chemically treated by a Minnesota Mining & Mfg. Co. process now being used on many clothing and upholstery fabrics.

NO-IRON suit, fully tailored, with a permanently pleated skirt (American Jr., \$30) leaves washing machine and heat controlled dryer looking completely pressed. It is a 50-50 blend of Du Pont synthetics, Dacron and Orlon.





Aren't you the great little surpriser—fixing this delicious meatless meal so easy! Chun King Mushroom Chow Mein over fluffy rice mounds (or with crisp Chun King Noodles).

On meatless days, too-chow mein to rival a Cantonese chef's

CHOW MEIN made with tender mushrooms instead of meat. Some folks say it's the very best kind of chow mein. You'll say it's "just the thing" for that welcome change-of-pace during Lent.

The Divider-Pak is Chun King's own patented way of capturing and keeping all the distinctive flavors, contrasting textures and natural colors that make fine Cantonese foods so different and appealing. Savory sauce and mushrooms are packed in one

can . . . quick-cooked vegetables in the other. Then the two cans are taped together. So, all you do is combine the contents of the two cans . . . heat 15 minutes . . . and serve!

Chun King's new Divider-Pak way has started millions of Americans to serving American-Oriental foods at home. Three kinds: Mushroom Chow Mein, Chicken Chow Mein and Beef Chop Suey. Try 'em all. We guarantee you'll be a Chun King fan.

NEW!
Divider-Pak®
way



The Royalty of American-Oriental Foods!®



ZIP!
THEY
SEPARATE

PROGRESS OF A UNIQUE APE

Zoo-born gorilla does fine in Columbus

Coddled, worried over day and night, the first baby gorilla ever to survive birth in captivity is now well on into her second year of life. When Colo was born in the Columbus, Ohio zoo in December 1956, zoologists flocked from all over the country to see her in her special incubator (right). The zoo was so proud of its baby that it built a special \$11,000 one-room addition to its Great Ape House just for her. A pediatrician was called in to prescribe Colo's diet. Attendants were on duty around the clock to feed Colo, keep her in dry diapers and play with her. A pediatrician and a psychiatrist put her through development tests.

Colo has flourished in her small expensive world inhabited strictly by people. But it may all change in another month. Her mother, Christa, is pregnant again and Colo may soon have a baby brother or sister.



AT BIRTH, COLO, HERE IN INCUBATOR, WEIGHED JUST OVER THREE POUNDS

BATHED AND DRESSED, COLO, NOW 22 POUNDS, EXPECTANTLY AWAITS BREAKFAST. SHE HAS WARDROBE OF CREEPERS AND DRESSES—GIFTS FROM ADMIRERS



CONTINUED

Copyrighted material

Are frequent repairs on your old set costing you more than it would to own a new big picture TV?

This year American families will again spend more than TWO BILLION DOLLARS for television repairs and parts replacement, yet—you can own a Magnavox big picture TV for only a few dollars per month—for actually less than it's costing many families to maintain their old, inadequate sets.

You are depriving yourself of all the true wonders of television if you do not own a Magnavox high fidelity television with its chromatic picture screen—with thrilling sound realism that puts the breath of life into every television show. Actors will become personalities—the great musical shows will give you the sense of being "on Broadway."

The finest in television—Magnavox—costs you no more than others. Only Magnavox Gold Seal television is so dependable that all parts and tubes are guaranteed for a full year—service for 90 days.

Prove to yourself that Magnavox is the finest—and the best buy on any basis of comparison. See the many beautiful styles in every price range to suit your taste at your nearest Magnavox dealer. Magnavox is sold direct through America's finest stores.

See what you're missing
Hear what you're missing

magnificent
Magnavox

high fidelity • television • radio-phonographs
The Magnavox Company, Fort Wayne, Indiana

UNIQUE APE CONTINUED



SIPPING HER FORMULA, Colo eyes visitors from the safety of Mrs. Earl Davis' arms. She is wife of zoo superintendent and Colo's favorite companion.



PICTURES OF HER PARENTS, Christina and the Baron, are pinned on Colo's wall. She never is allowed to visit them for fear they would harm her.

CONTINUED

PROTEIN!

Kellogg's discovers
a great new high-protein
food in a delicious new
ready-to-eat cereal form



Growing-ups use up to twice as much protein (for their size) as their parents. Special K gives them a good start on their daily needs.



On a diet? Special K contains only 105 calories per serving (1 oz.). Recommended for high-protein, low-fat, low-calorie diets.

This thoughtful young mother has found the answer to a family problem—getting her brood (including dad) to eat a good breakfast. One with plenty of protein.

She found it in the package with the big red K on the front and the nutrition facts on the back.

Special K is a concentrated protein food. More protein in a single 1-ounce serving than any other leading cereal, hot or cold.

Another nice thing mothers are happy to discover—that a food this wholesome can taste so good. It comes in a new form that's more than a flake and more than a puff. Easy to eat and digest.

A wonderful idea to wake on—and one millions of mothers have taken to. Why not put it before *your* family. Kellogg's Special K.

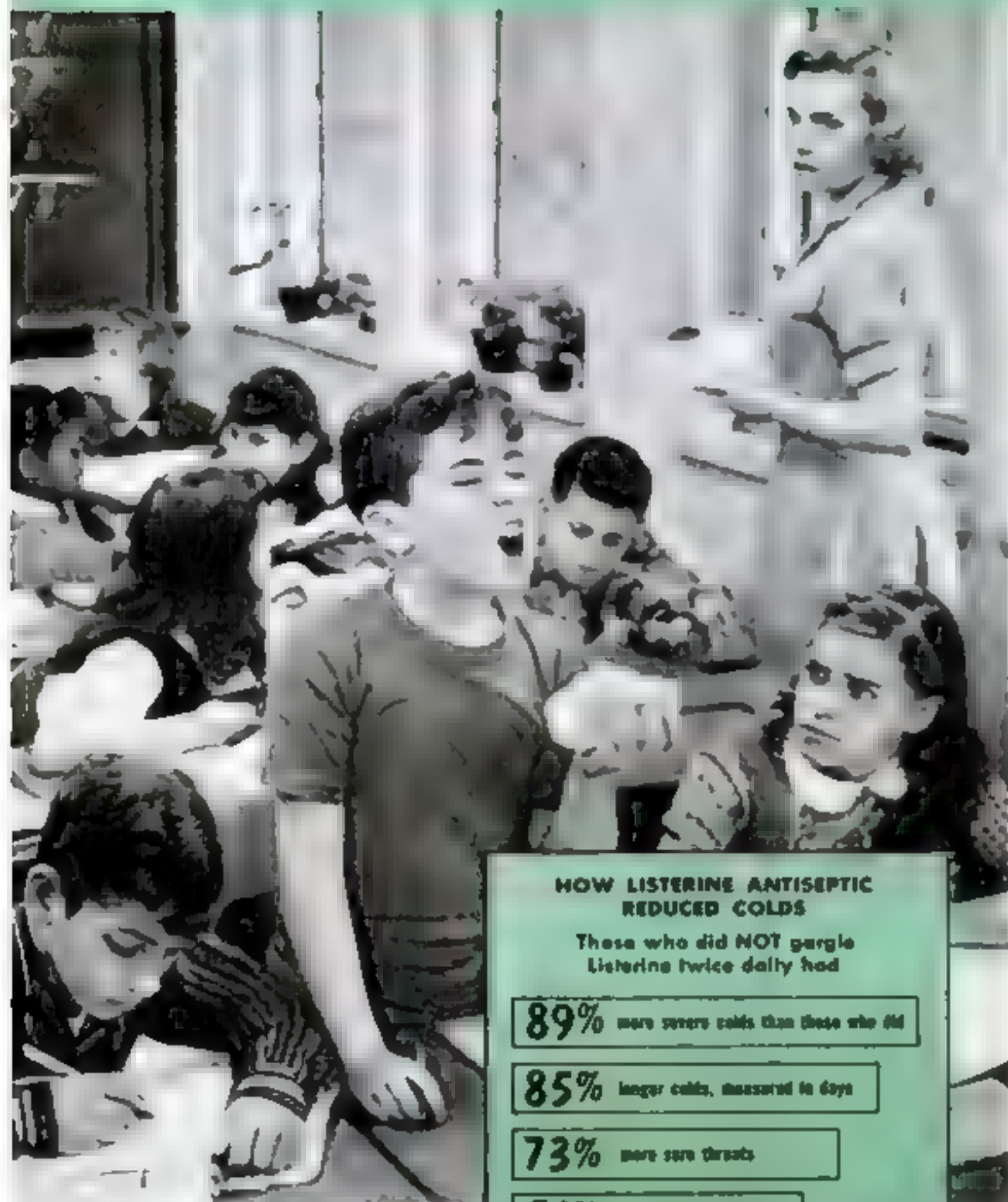


New Special K Handi-Pak. Eight personal-portion "individuals" in each Pak. Look for the Special K Handi-Pak at your grocer's.

Kellogg's OF BATTLE CREEK

©1958 by Kellogg Company

The Most Crowded Classroom can find space for germs!



HOW LISTERINE ANTISEPTIC REDUCED COLDS

Those who did NOT gargle
Listerine twice daily had

89% more severe colds than those who did

85% longer colds, measured in days

73% more sore throats

51% more "ordinary" colds

Wise mothers have their children gargle Listerine before and after school

The common cold is much too common among school children. Before and after school, have your youngsters gargle Listerine. Listerine Antiseptic kills germs by millions, on contact.

Tests over 12 years proved that those who gargled Listerine twice every day had fewer and milder colds than those who did not.

Start your whole family gargling Listerine Antiseptic full-strength today!



Reach for Listerine

... your No. 1 protection against infection

UNIQUE APE CONTINUED



CONCENTRATING ON TESTS, Colo looks for marble under cup as Pediatrician Hilda Knoblock watches. Colo shows aptitude of 48-week-old human.



LOOKING FOR ORANGES, her favorite food, Colo raids her private refrigerator. Though encouraged to walk on her hind feet, she prefers all fours.



CHRYSLER WINDSOR 4-DOOR SEDAN IN AZTEC TURQUOISE AND SPRUCE METALLIC

This year...you can easily afford a Chrysler!

NOW ONLY A FEW DOLLARS MORE PER MONTH THAN A SMALL CAR...THIS BIG NEW CHRYSLER WINDSOR IS NOW YOURS FOR LESS MONEY THAN LAST YEAR'S MODEL WITH SIMILAR EQUIPMENT!

After the down payment, the difference between a smaller, less-luxurious car and a big, new Mighty Chrysler Windsor now is only a few dollars a month!

And just imagine all the luxury features you enjoy—at no extra cost—in this Mighty Chrysler! New Torsion-Aire Ride! New four-beam dual headlights! New Foam Rubber cushioning! New electric windshield wipers! New Total-Contact Brakes! New Compound-Curved Windshields! Safety Glass all around!

Consider, too, the pride of owning this sleek and handsome new Chrysler—the car that's

years ahead of all others in design and performance. And it's now ahead of almost every other car in resale value, too!

What's more, this is the only car that offers you all these advanced optional features: New Auto-Pilot for highway speed control... New Slip-proof Sure-Grip Differential for ice and snow traction... New Pushbutton Controls... New TorqueFlite transmission... New Constant-Control Power Steering!

So this year, when it's so easy to afford a Mighty Chrysler—why be satisfied with anything less? See your Chrysler Dealer—and drive home a new Chrysler Windsor!

THE
MIGHTY
CHRYSLER

GLAMOUR CAR OF
THE FORWARD LOOK



Bottles have changed... but



From left to right: "NAUTICAL" Shippers Tribute, 1890; "CANTEEN G. A. R." Reunion Souvenir, 1895; "BAR BOTTLE" Ornate Cut Glass, 1910; "DANDY" Pinch Bottle, 1900; "DWARF" Round Etched Decanter, 1885; "PEWTER PITCHER" Gift Decanter, 1900; "COMPANION" Long-Necked



at, never the quality of **I.W. HARPER** *since 1872*

PRIZED KENTUCKY BOURBON
100 PROOF BOTTLED IN BOND
OR MILD 86 PROOF

Decanter, 1910; "HARPER'S OWN" Ceramic Jug, 1890; "THE AMERICAN" Hand-Blown Flask, 1875; "CARBOY" Wicker-Covered, 1880; "CAMEO" Cut Glass Miniature, 1899; "LITTLE COMPANION" Cut Glass, 1910; "GOLD MEDAL" Embossed Decanter, 1949; "AMBER" Colorful Glass, 1880. DISTILLED AND BOTTLED BY I.W. HARPER DISTILLING CO., LOUISVILLE, KENTUCKY.

\$40 library of Columbia High-Fidelity (Lp) Records when you buy a Columbia High-Fidelity Phonograph



A fabulous "birthday present" for you—from Columbia, the Greatest Name in Sound! Exactly ten years ago, Columbia invented the (L) record and paved the way for high fidelity. Now Columbia revolutionizes high fidelity again with "Listening in Depth" on Columbia "360" Phonographs for 1958. This new adventure in sound comes to you because of an exclusive Columbia engineering principle called D.E.P.* (Directed Electromotive Power) which permits complete tonal balance.

To celebrate these great milestones, your local Columbia Phonographs dealer is now featuring "Listening in Depth" on Columbia Phonographs—with a special reward for you. With your purchase of a Columbia High-Fidelity Phonograph (starting at \$119.95) he will include ten of the 12-inch Columbia (L) High-Fidelity Records shown above—a beautifully packaged library of favorite classical or popular music worth \$40—yours for only \$9.95! Offer limited—see your dealer today!



from \$29.95 to \$1,995... **COLUMBIA PHONOGRAPHS**

© "Columbia" "360" ® Marks Reg.

*D.E.P.—Patent Pending

Prices are suggested list.

CLOSE-UP

THE KERRS—from top to bottom, Jean, Walter, Christopher, 12, Johnny, 8 (his twin, Colin, was in bed with a cold), Gilbert, 5 peer from Larchmont home, the "Kerr-Hilton." Mrs. Kerr describes the door in *Please Don't Eat the Daisies*, from which all the quotations on these pages are taken.

"The front door itself was a tremendous carved-oak affair that looked like the door of St. Gabriel's Church—not unreasonably, since it turned out that it was the door of St. Gabriel's Church."



Humorist's Happy Hellions

I OFTEN think if I could only say two things, it would be, 'Turn down that TV set' and 'Tie your shoelaces,'" says Jean Kerr. Mrs. Kerr has four sons, ranging from 5 to 12, and they are the chief characters of her book, *Please Don't Eat the Daisies* (Doubleday). A collection of sketches and parodies, the book is now firmly established as the top U.S. nonfiction best-seller and Mrs. Kerr is being hailed by many critics as the funniest writer of her generation.

A tall, handsome woman of 34, Mrs. Kerr is married to

Walter Kerr, the New York drama critic. The family lives in an outsized suburban castle where, between successful plays and books, Mrs. Kerr teaches her children what she calls "the simple precepts of existence—'Keep your fingers out of the plate,' 'Don't wear your underwear to bed,' 'Keep out of Federal institutions.' " Sharpest dissent on *Daisies* has come from one of its subjects. In a schoolbook report on his mother's work, 12-year-old Christopher Kerr wrote, "While it is funny it is exaggerated to the point of being flat lies."



COLIN rises from sickbed to beribbon face with toothpaste and Gilbert, in disguise, comes to rub noses with mother at noon breakfast (below).

“We are being very careful with our children. They’ll never have to pay a psychiatrist even—five dollars an hour to find out why we rejected them. We’d tell them why we rejected them. Because it’s impossible, that’s why.”



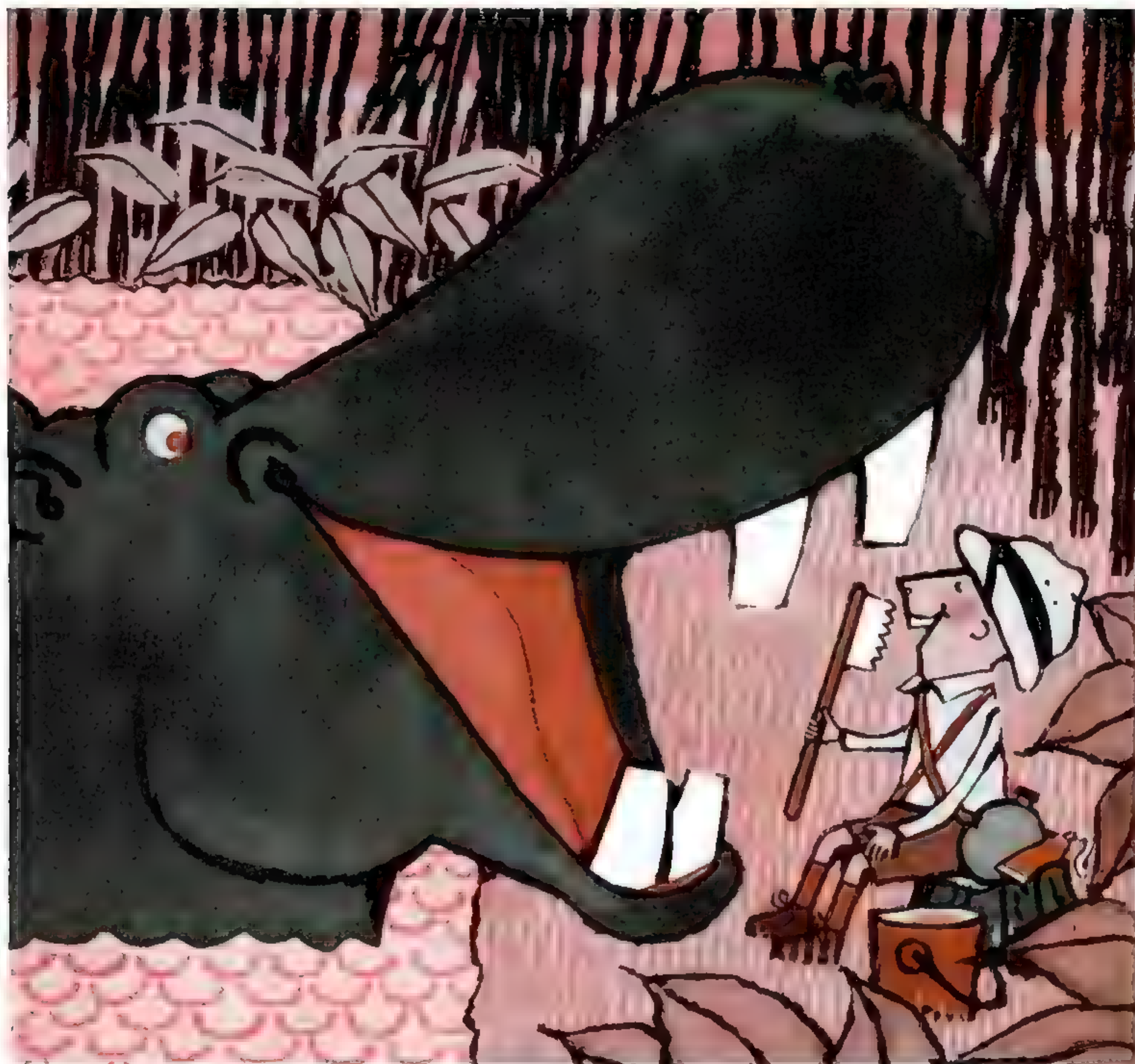
TO ESCAPE household interruptions, her children and the phone, Jean moves to the family car to do her writing in longhand.

“Out in the car . . . all is serene. The few things there are to read . . . (Chevrolet, E-gasoline-F, 100-temp-200) I have long since committed to memory. So there is nothing to do but write, after I have the glove compartment tidied up.”



COWBOY-TOGGED Johnny amuses his bedridden twin brother by “falling off his horse.” Twins’ bedroom is far away from still-sleeping Mrs. Kerr.

“It’s not the mayhem that eats away at the nerve ends of the adult; it is the riotous good humor and wild, gay chatter that spills like a Kansas twister out of the bedroom, down the stairs and over the breakfast table.”



Tek



makes you feel like smiling

**—and to prove it we'll pay you
50¢ for your old toothbrush!**

Buy a new Tek Deluxe toothbrush—and pick up the pre-addressed envelope you'll find with the brushes. Enjoy the sparkling cleanliness that you get from those smooth Tek bristles. They're

pure nylon to stay firm and fresh longer, bounce back into shape, even when wet!

Then mail the handle of your old toothbrush and the label from the new Tek Deluxe to TEK-HUGHES, P. O. Box 83, Watervliet, New York.

We'll send you our check for 50¢! Don't delay. This offer expires April 15, 1958.



Only 69¢ In your choice of shapes—oval, short oval, straight and tufted—hard, medium and soft bristles.

The swing's to style in work clothes and Lee leads the way!



Everywhere you go...

you see
Lee

Chetopa Twills

They're on the job, all over America, because Lee Chetopa Twills are as rugged as they are good-looking!

They wear-without-tear. Thanks to 20 Tough-Tailored Extras... including no-rip seams, form-fitting shirts, comfort cut pants. Lee must look better, fit better, wear longer or your money back, or a NEW GARMENT FREE... No wonder you see Lee everywhere!

H. D. LEE COMPANY, INC., KANSAS CITY MO., WORLD'S LARGEST MAKER OF UNION MADE WORK CLOTHES • COPYRIGHT 1958



HUMORIST'S HELLIONS CONTINUED



NIGHTLY reappearance of boys is part of ritual that can go on until 10:30. Of bedtime dramatics, Mrs. Kerr writes:

"Now begins a series of protracted farewell appearances. He comes back on the landing to say that his pajamas are wet and he has a neat idea: he's going to sleep in his snow pants. You say it's impossible, how could those pajamas be wet? And he says he doesn't know unless it's because he used them to mop up the floor when he tipped over the fish tank."

Give your children this glorious **HERITAGE**



Childcraft...

Now! In 15 handsome HERITAGE volumes!

NEW! THE HERITAGE . . . so beautiful, it will be one of your family's proudest possessions . . . so vital, it will be part of your children's background for life. Here—in fifteen active volumes you'll find enrichment in living for your youngsters, fulfillment of your fondest dreams for them.

Childcraft fills every childhood hour with interest and advancement. It awakens children to the wonders of learning—with music, poems, pictures,

stories, things to make and do. It prepares them for school, teaches them to learn, readies them for life and the future. Too, Childcraft provides you with a guide to their growing up, helps you be a better, more understanding parent.

Heritage, indeed—from its contents to its covers. Money can buy few things that can do so much, yet you can have all these benefits for as little as \$5.00 down and \$5.00 a month.

Inquire how you can earn a set of Childcraft for your family. For full information, write Childcraft, Dept. 442, Box 3565, Chicago 54.

SEND FOR NEW FREE descriptive folder beautifully illustrated in full color. Write today: Childcraft, Dept. 342, Box 3565, Chicago 54, Ill. In Canada write to: Childcraft, 85 Bloor Street, East, Toronto 5, Ontario.
FIELD ENTERPRISES EDUCATIONAL CORPORATION
Chicago 54, Illinois



HEROES OF THE CONFEDERACY, General Robert E. Lee (*left*) and Lieut. General Thomas J. ("Stonewall") Jackson, meet for last time in early morning of May 2, 1863, during Battle of Chancellorsville. At

dusk that day Jackson, returning from reconnaissance, was mortally wounded by his own men who mistook his party for a Union patrol. The painting was made by E. B. Fabrino Julio of New Orleans in 1869.

THE NOBLEST WAR

by SIR WINSTON CHURCHILL

THE MODERN WORLD, with its themes of industrialism, international commerce and vast social change, took shape during the 19th Century. This is the subject of the final volume of Sir Winston Churchill's magnificent *History of the English-Speaking Peoples*. The three earlier volumes of the *History* were excerpted in LIFE in 1956 and 1957.

In the 20th Century, Britain and America would be closely interwoven in war and in peace, but in the 19th Century the two nations were separately engaged in carving out their own destinies. For America this was a period of great expansion,

not only in territory but in population, wealth, power and promise. But before the shape of America could be determined, one issue had to be resolved, and it could be resolved only by war. Sir Winston calls the American Civil War "the noblest" war. In this instalment he describes some of the supreme moments and men in this conflict.

For all instalments of this series transitional paragraphs have been prepared to serve as bridges between passages of the *History*. These transitions are indented from Sir Winston's text, which now begins.

IN the years that followed 1850 the prospects of the United States filled America with hope and Europe with envious admiration. The continent had been conquered and nourished. Exports, imports, and, most of all, internal trade, had been more than doubled in a decade. The American mercantile marine outnumbered the ships under the British flag. More than 30,000 miles of railway overcame the vast distances, and added economic cohesion to political unity.

Here democracy, shielded by the oceans and the Royal Navy from European dangers, founded upon English institutions and the Common Law, stimulated by the impulse of the French Revolution, seemed at last to have achieved both prosperity and power. The abounding industrialism of the Eastern states was balanced and fed by an immense agriculture of yeomen farmers. In all material affairs the American people surpassed anything that history had known before.

Yet thoughtful men and travellers had for some years observed the approach of a convulsion which would grip not only the body but the soul of the United States. Of the three races who dwelt in North America, the Whites towered overwhelming and supreme. The Red Men, the original inhabitants, age-long product of the soil and climate, shrank back, pushed, exploited, but always disdainful, from the arms—and still more from the civilization—of the transplanted European society by which they were ousted and eclipsed. The Black Men presented a problem, moral, social, economic, and political, the like of which had never before been known. It was said that both these races were downtrodden by White ascendancy as truly as animals are mastered, used, or exterminated by mankind. The proud Redskin was set upon his road to ruin by an excessive liberty. Almost all the four million Negroes were slaves.

In regions so wide and varied as those of the Union, extreme divergences of interest, outlook and culture had developed. South of the fortieth parallel and the projecting angle formed by the Mississippi and the Ohio the institution of Negro slavery had long



UNION LEADERS who gave North stable high command were Grant, Lincoln, Secretary of War Stanton. Statue is by John Rogers.

reigned almost unquestioned. Upon this basis the whole life of the Southern states had been erected. It was a strange, fierce, old-fashioned life. An aristocracy of planters, living in rural magnificence and in almost feudal state, and a multitude of smallholders grew cotton for the world by slave-labor.

Of the six million white inhabitants of the so-called "slave states" less than 350,000 owned slaves, and hardly 40,000 controlled plantations requiring a working unit of more than 20 field hands. But the principal slave-owners generally ruled the politics of the South as effectively as the medieval baronage had ruled England.

The planters of the South, and the slaves they owned, had both grown up in wide, unkempt lands without ever having known any other relationship. Now, suddenly, in the midst of the 19th Century, dire challenge was hurled at the whole system and the society in which it was engrained.

A considerable, strongly characterized, and slowly matured community found itself subjected to the baleful and scandalized glare of the Christian world, itself engaged in vigorous and self-confident progress. The Southern planters had long dwelt comfortably upon the fertile slopes

of a volcano. Now began the rumblings, tremors, and exhalations which portended a frightful eruption.

AFTER THE ELECTION of Lincoln in 1860, the volcano erupted. South Carolina seceded from the Union, to be followed quickly by six other southern states. In April 1861, Confederate batteries fired on Fort Sumter, and Lincoln called for volunteers. Sir Winston resumes:

UPON Lincoln's call to arms to coerce the seceding states, Virginia made without hesitation the choice which she was so heroically to sustain. She would not fight on the issue of slavery but stood firm on the constitutional ground that every state in the

CONTINUED

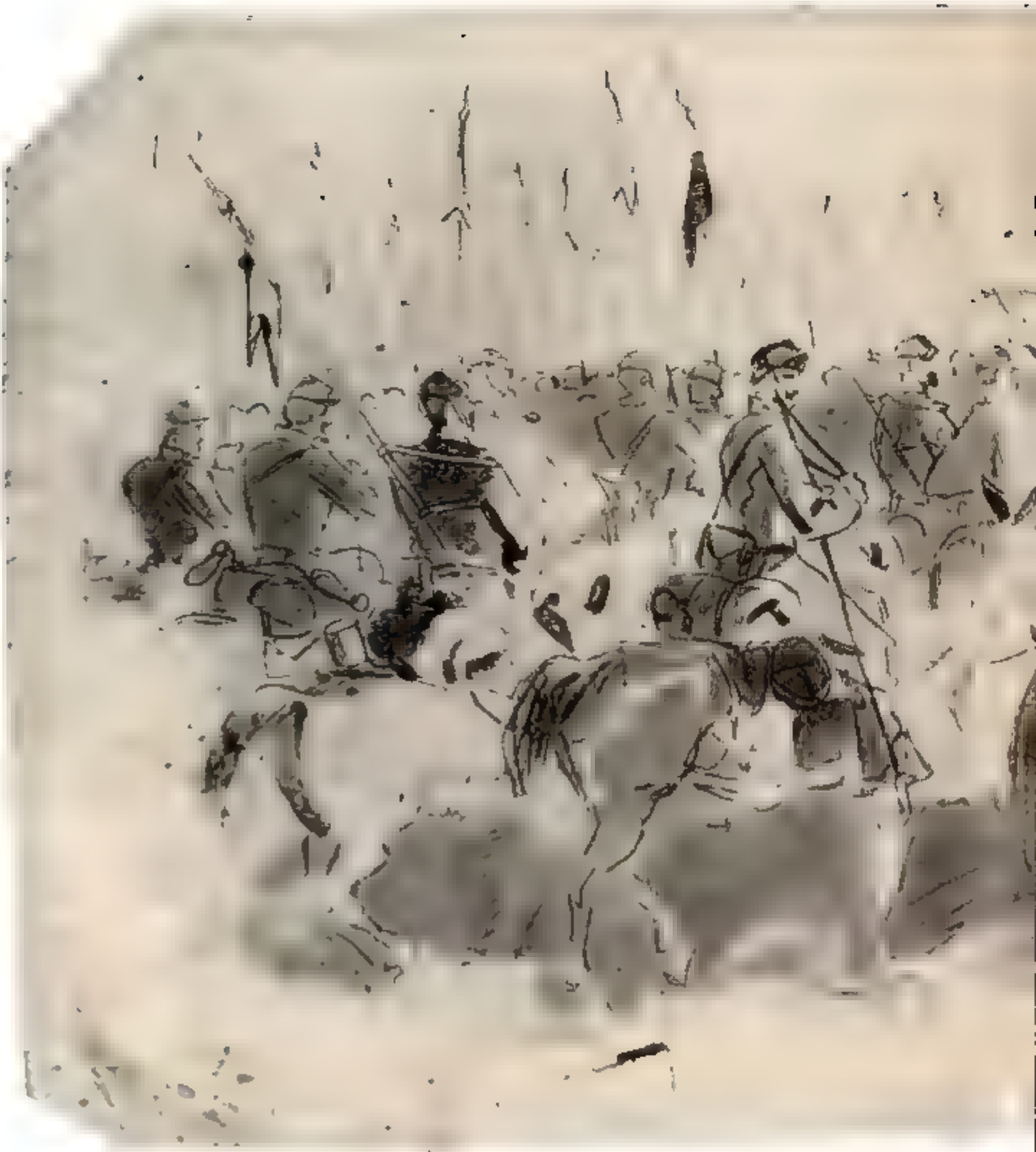
Union enjoyed sovereign rights. Virginia seceded from the Union and placed her entire military forces at the disposal of the Confederacy. This decided the conduct of one of the noblest Americans who ever lived and one of the greatest captains known to the annals of war.

Robert E. Lee stood high in American life. His father had been a colonel in the Revolution. A graduate of West Point, Engineer Staff-Officer to General Winfield Scott in the Mexican War, Lee had served for more than 30 years in the United States Army with distinction. His noble presence and gentle, kindly manner were sustained by religious faith and an exalted character. As the American scene darkened, he weighed carefully, while commanding a regiment of cavalry on the Texan border, the course which duty and honor would require from him. He was opposed to slavery and thought that "secession would do no good," but he had been taught from childhood that his first allegiance was to the state of Virginia. Summoned to Washington, he had thus expressed himself to an intimate Northern friend: "If Virginia stands by the old Union, so will I. But if she secedes (though I do not believe in secession as a constitutional right, nor that there is sufficient cause for revolution), then I will still follow my native state with my sword, and if need be with my life."

He reached the capital in the fevered days of March 1861, and General Winfield Scott, his old chief, wrestled earnestly with him in a three hours' interview. By Lincoln's authority Lee was offered the chief command of the great Union army now being raised. He declined at once and, when a day later Virginia seceded, he resigned his commission, bade farewell forever to his home at Arlington, and in the deepest sorrow boarded a train for Richmond. Here he was immediately offered the chief command of all the military and naval forces of Virginia. He had resigned his United States commission on the Saturday and on the Monday following he accepted his new task. Some of those who saw him in these tragic weeks, when sometimes his eyes filled with tears, emotion which he never showed after the gain or loss of great battles, have written about his inward struggle. But there was no struggle; he never hesitated. The choice was for the state of Virginia. He deplored that choice; he foresaw its consequences with bitter grief; but for himself he had no doubts at the time, nor ever after regret or remorse.

Those who hold that the fortunes of mankind are largely the result of the impact upon events of superior beings will find it fitting that Lee's famous comrade-in-arms, "Stonewall" Jackson, should be mentioned at this point. Lee was 54 in the crisis, Jackson but 37. Like Lee, he was a trained professional soldier who had served gallantly in the Mexican War. He had devoted himself to the theoretical study of the military art. He was at this time a professor at the Virginia Military Institute. Jackson came of Ulster stock, settled in Virginia. His character was stern, his manner reserved and usually forbidding, his temper Calvinistic, his mode of life strict, frugal, austere. He might have stepped into American history from the command of one of Cromwell's regiments. There burned in him a hatred of Northern domination not to be found in Lee. Black-bearded, pale-faced, with thin, compressed lips, aquiline nose and dark, piercing eyes, he slouched in his weather-stained uniform a professor-warrior; yet greatly beloved by the few who knew him best, and gifted with that strange power of commanding measureless devotion from the thousands whom he ruled with an iron hand.

Both these men, though they habitually spoke and no doubt convinced themselves to the contrary, loved war as a technical art to which their lives had been given. Their sayings and letters abound with expressions of sorrow at the terrible decrees of which



CARRYING THEIR BANNERS, MEMBERS OF PHILADELPHIA'S ELITE REGIMENT OF LANCERS RIDE TO

they had now become the servants. But on a long night march to a desperate battle at dawn Jackson muttered to his companion, "delicious excitement!" and Lee, surveying a field of carnage, observed reflectively, "It is well that war is so horrible—we would grow too fond of it." Against Lee and his great lieutenant were now to be marshalled the overwhelming forces of the Union.

THE FIRST MAJOR BATTLE took place at Bull Run and ended in the rout of the Union army under General Irvin McDowell. This defeat led to the promotion of a colorful, difficult, over-cautious general who had to face not only the military assaults of Lee and Jackson but also the political attacks of his enemies in Washington.

THE day after Bull Run a new commander replaced McDowell. One of Lee's comrades on Scott's staff in Mexico, General George B. McClellan, a Regular officer with many remarkable qualities, was summoned from West Virginia, where he had been active and forward, to take command. Congress had voted the enlistment of 500,000 volunteers and a grant of \$250 million for the prosecution of the war. A week after his assumption of command McClellan laid before the President the grandiose scheme of forming an army of 273,000 men, which, in combination with a strong naval force and a fleet of transports, should march through the Atlantic states, reducing the seaports from Richmond to New Orleans, and then move into the interior and stamp out the remnants of the rebellion. In war matters are not settled so easily. Public opinion, vocal through a thousand channels, demanded quick results. The scythe of Time cut both ways. The Confederacy was becoming consolidated. Every month increased the peril of foreign



PENINSULAR CAMPAIGN IN APRIL 1862, THIS DRAWING IS BY YOUNG WINSLOW HOMER (PP.81-84)

recognition of the South, or even of actual foreign intervention. However, when at the end of October General Scott retired, McClellan became general-in-chief of all the armies of the Republic and bent himself with zeal and capacity to forming brigades, divisions, army corps, with artillery, engineers, and supply trains, according to the best European models.

While he labored to prepare his army, McClellan resisted by every means the intense political pressures which demanded an advance "on to Richmond." He exaggerated the strength of the enemy and furnished Lincoln with endless reports from Pinkerton's Private Detective Agency, which he used as his secret service, showing very heavy forces at Richmond. He strove to gain time to drill his men by repeated promises to advance. As month succeeded month and the swarming Army of the Potomac made no movement, the enthusiasm which had greeted McClellan in July 1861 waned. The Radical Republicans began to attack this Democratic general. McClellan was known to be opposed to the Radical policy of proclaiming the emancipation of all slaves. Early in December he informed the President that he did not favor a frontal attack and a march along the straight road through Fredericksburg to Richmond. He had been devising a plan for an amphibious movement down Chesapeake Bay to some point on the coast of Virginia close to the rebel capital. He imparted these ideas to Lincoln in general terms early in December. Then in the middle of the month he contracted typhoid fever and was absent for several weeks. The Republican Party leaders had already procured the appointment of a joint Committee on the Conduct of the War, consisting of three Senators and four Congressmen. It was dominated by the Radical enemies of the general-in-chief. This body, during McClellan's absence from duty, called into council several generals of the Army, and invited constructive suggestions. But the conference was abruptly disturbed by the reappearance of McClellan himself. In the days

that followed he explained his plan to the President in detail. Availing himself of sea-power, he proposed to transport an enormous army of 150,000 men down Chesapeake Bay and disembark it at Urbana, on the Lower Rappahannock River, where it would be only three days' march from Richmond.

No one can asperse the principle of this conception. It utilized all the forces of the Union Government; it turned the flank of all Confederate positions between Washington and Richmond; it struck at the forehead of the Confederacy. Its details were substantially modified on examination. Fortress Monroe, at the tip of the peninsula, between the York and James Rivers, was held by the Union, and was finally chosen as a safe landing-place.

President Lincoln had one overpowering objection to the whole idea of a maritime expedition. It would uncover Washington; and the South's General Joseph E. Johnston, to say nothing of "Stonewall" Jackson, would at once swoop down on the defenseless capital. Hard bargaining ensued upon the number of troops to be left to guard the capital and the mouth of the Shenandoah Valley. This was agreed at 40,000. Eventually Lincoln gave a reluctant assent, and everything was set in train for the tremendous enterprise. At the same time Lincoln, resolved to keep supreme control, relieved McClellan of the general direction of the United States armies and restricted him to the command of the Army of the Potomac. For this there were also sound military reasons. Feeling that he required a military adviser, he decided to summon General Henry Halleck from the West. McClellan learnt of his removal from the higher command through the medium of the newspapers before Lincoln's emissary reached him. Thus the President appeared guilty of a grave discourtesy, so unusual in him that the suspicion

naturally arose that the "hidden hand" of the joint congressional Committee on the Conduct of the War was here at work.

MCCLELLAN FAILED in his attempt to take Richmond by a maritime expedition and, defeated by Lee in the field, he was recalled to the Washington defenses. His replacement as field commander was General John Pope, and Pope was even less a match for Lee and Jackson. After a smashing defeat at the Second Battle of Bull Run in August 1862, the remnants of Pope's army tumbled back toward Washington. The capital itself was thought to be in jeopardy, and the man chosen to protect it was the despised McClellan.

ILL-TREATMENT was meted out to General McClellan by the Washington politicians and Cabinet, with the cautious, pliant General Halleck as their tool. For this Lincoln cannot escape blame. He wanted an aggressive general who would energetically seek out Lee and beat him. McClellan for all his qualities of leadership lacked the final ounces of fighting spirit. Lincoln with his shrewd judgment of men knew this. But he also knew that McClellan was probably the ablest commander available to him. His instinct had been to stand by his chosen general. Instead he had yielded to political outcry. He had swapped horses in midstream. He found he had got a poorer mount.

But on September 2, when Pope and his beaten army seemed about to collapse upon Washington and panic lapped around the President, a different attitude was shown. While McClellan was breakfasting that morning, he was visited by the President and the general-in-chief. Halleck declared that Washington was lost, and

COURTESY COOPER UNION MUSEUM

offered McClellan the command of all the forces. The flouted commander at once undertook to save the city. History has never allowed McClellan to rise above the level of competent and courageous mediocrity; but it must not be forgotten that when he rode out to meet the retreating army, they received him with frantic enthusiasm. The long, jaded, humiliated columns of brave men who had been so shamefully mishandled broke their ranks and almost dragged their restored commander from the saddle. They embraced and kissed his horse's legs. Thus fortified, McClellan restored order to the army and turned its face to the foe.

Lee, after the second Confederate victory at Bull Run, did what ought to have been done after the first. He invaded Maryland to give that state a chance to come over, if it still would or could. Seeking the decisive and final battle which he knew could alone save the Confederacy, he marched north by Leesburg, crossed the Potomac, and arrived in the Frederick neighborhood, abreast of Baltimore. He knew he had never the slightest chance of taking Washington; but there were prizes to be won in the open field. Three Federal garrisons occupied Martinsburg, Winchester and Harpers Ferry, in the Shenandoah Valley. At Harpers Ferry there was a Union depot of supply. In the three places there were about 15,000 men. They became a substantial objective to Lee, and his design was to capture Harpers Ferry, into which the two smaller garrisons withdrew.

The Washington politicians, in their hour of panic, had clung to McClellan. They did not mean to sink with him. He was originally given orders only to defend the Washington fortifications. However, on his own responsibility or, so he later claimed, "with a rope round his neck," he took charge of his old army, quitted "the Washington defenses," and set out after Lee with nearly 90,000 men, including two fine corps that had not yet suffered at all. By a stroke of luck a Northern private soldier picked up three cigars wrapped in a piece of paper which was in fact a copy of Lee's most secret orders. McClellan learned on September 13th that Lee had divided his army and that the bulk of it was closing on Harpers Ferry. He therefore advanced with very good assurance to attack him. Everything now became a matter of hours.

McClellan wasted many of these precious hours. But considering that members of the Government behind him could only gape and gibber and that his political foes were avid of a chance to bring him to ruin, it is not surprising that he acted with a double dose of his habitual caution. By overwhelming forces Lee was beaten back from the two gaps in the South Mountain range on the 14th. He now had to take a great decision. At first he thought to gather his spoils and laurels and re-cross the Potomac into Virginia. But later, feeling that nothing but victory would suffice, he resolved to give battle behind the Antietam stream, with his back to the Potomac, believing that Jackson would capture Harpers Ferry in the meanwhile and rejoin him in time.

Harpers Ferry surrendered early on the 15th. Seventy-three guns, 13,000 rifles, and 12,500 prisoners were gathered by Jackson's officers. He was himself already marching all through the afternoon and night to join Lee, who stood with but 20,000 men against the vast approaching mass of McClellan. This worthy general was unable to free himself from the Washington obsession. Had he been as great a soldier or as great a man as Lee he would have staked all on the battle. But he could not free his mind from the cowardly and malignant political forces behind him. To make sure of not running undue risks, he lost a day and failed to win the battle.

It was not till the 17th that he attacked. By this time Jackson had arrived and was posted on Lee's left, and Confederate divisions, having cleaned up Harpers Ferry, were striding along to the new encounter. Lee fought with his back to the Potomac and could scarcely, if defeated, have escaped. This horrible battle was the acme of Federal mismanagement. McClellan fought it from his headquarters on what was called "the commander-in-chief idea." This meant that he made his dispositions and left the battle to fight itself. But Jackson stood in the line, and Lee rode his horse about the field

controlling the storm, as Marlborough, Frederick the Great and Napoleon were wont to do. The Confederate left, under Jackson, was practically destroyed but only after ruining double their numbers. All here came to a standstill till Jackson was reinforced by Lee. The Union center then attacked piecemeal, and their leading division was torn to pieces, half falling smitten. Burnside, who with the Union left was to cross the Antietam and cut Lee's line of retreat, would have succeeded but for the arrival of Lee's last division, under A. P. Hill, from Harpers Ferry. Striking the right flank of the assailants from an unexpected direction, he ended this menace; and night fell upon a drawn battle in which the Federals had lost 13,000 men, a fourth of the troops they engaged and one-sixth of those they had on the field, and the

Confederacy 9,000, which was about a quarter of their strength.

When darkness fell Lee faced his great lieutenants. Without exception they advised immediate retreat across the Potomac. Even Jackson, unconquerable in action, thought this would be wise. But Lee, who still hoped to gain his indisputable, decisive battle, after hearing all opinions, declared his resolve to stand his ground. Therefore the shattered Confederates faced the morning light and the huge array of valiant soldiers who seemed about to overwhelm them. But McClellan had had enough. He lay still. Before the slightest reproach can fall on him, the shabby War Department behind him must shoulder its share. There was no fighting on the 18th. Lee put it hard across Jackson to take the offensive; but when Jackson, after personal reconnaissance with the artillery commander, declared it impossible, Lee accepted this sagacious judgment, and his first invasion of Maryland came to an end.

Between the politicians and the commander in chief upon the Potomac there was hatred and scorn on both sides. Bitter party politics aggravated military divergence. The President desired a prompt and vigorous advance. McClellan, as usual, magnified Confederate numbers and underrated their losses. He was determined to run no unmilitary risks for a Government which he knew was eager to stab him in the back. Five weeks passed after Antietam before he began to cross the Potomac in leisurely fashion.

Lee withdrew by easy marches up the Shenandoah Valley. He had harried the Federal communications and acquired much valuable information. He now did not hesitate to divide his army in the face of McClellan's great hosts. He left Jackson in the Valley to keep Washington on tenterhooks and rested himself with General James Longstreet near Culpeper Court House. McClellan had now at length prepared his blow. He planned to strike Lee with overwhelming strength before Jackson could return. At this moment he was himself taken in rear by President Lincoln. On the night of November 7, 1862, he was ordered to hand over his command to



ANTIETAM BRIDGE, focus of bloody battle, was sketched by War Correspondent Edwin Forbes as it fell to Union infantry. Confederates have fallen back to hills. Here Lee ended first foray into North.

TEXT CONTINUED ON PAGE 86

WAR PAINTINGS ON NEXT FOUR PAGES



COURTESY THE EDON UNION MUSEUM



COURTESY THE COOPER UNION MUSEUM

UNION WOUNDED, shown in a watercolor by Winslow Homer, suffered from primitive medical care. Over 20% of the wounded died.

THE LIFE OF THE SOLDIERS

In the hardy era of the Civil War, the Union volunteers were generally an individualistic lot. Some of them were so simple as recruits that sergeants taught them to march by a simple army device—tying hay to their left foot, straw to their right and then calling out the cadence, “Hay-foot, straw-foot.” Many looked upon the war as the grand adventure of their lives, like the Illinois lad who wrote home, “A year of [soldiering] is worth getting shot for to any man.” And when they were shot, boys bore themselves as men.

One of the most perceptive pictorial records of the Union soldier’s life has been left by the famous artist Winslow Homer. He followed the armies for *Harper’s* magazine. On these pages *LIFE* reproduces a selection from Homer’s Civil War paintings.

YOUNG UNIONIST in Homer’s oil sketch stands pensively in an oversized infantry coat and a regulation cap perched at jaunty angle.

CASUAL YET BRAVE FIGHTERS

COURTESY WILDERSTEIN & CO.



"REVEILLE," painted by Homer in 1865, shows bugler in tasseled cap favored by some of the Michigan troops and two drummers

arousing camp at 5 a.m. Some troops are already up, warming themselves at a fire. Lines of others (*rear*) fall out for day's first roll call.



COURTESY DETROIT INSTITUTE OF ARTS

DURING THE ENEMY to shoot, a Northern soldier calls taunts from atop a trench across stumpy, narrow no man's land during

1864 siege of Petersburg. This sort of devilry often occurred during lulls in fighting. Other Federals listen to Negro strumming a banjo.

COURTESY METROPOLITAN MUSEUM OF ART



← CONFEDERATE PWs (*front, left*), a youngster, old man, an arrogant trooper, are turned over by two Union guards to colonel (*right*).



In camp, the Northern soldier paid little attention to spit and polish. It took him a long time before he could forget he was a civilian. He generally belonged to a regiment that had been recruited from around his home town, knew his officers from peacetime and seldom felt deferential toward them. During one drill period on a hot day, a New York private was heard telling his captain, "Say, Tom, let's quit this darn foolin' around and go over to the sutler's and get a drink."

This individualism carried over into the campaigning. Some soldiers courted death (*opposite page, center*) while others did their malingering best to escape it (*next page*). Some regiments, as at Gettysburg, could hold a desperate position while three-quarters of their men went down. Others would confusedly abandon a strong position while their losses were almost nil. But Union discipline improved as the war went on, and between battles the soldiers stubbornly awaited the next charge in a war in which they believed.



COURTESY MRS. ALEXANDER MC W. WILLIAMS

FEDERAL SHARPSHOOTER CROUCHES IN PINE TREE NEAR YORKTOWN



COURTESY ART MUSEUM OF THE NEW BRITAIN INSTITUTE

"SKIRMISH IN THE WILDERNESS," the forbidding Virginia country where Generals Grant and Lee fought a bloody battle in May 1864, was painted by Homer from sketches that he made on the spot. In the dense,

gloomy woods commanders lost control and troops could scarcely tell friend from foe. Union squad in center has lost one man wounded, troops at rear are firing volleys as reinforcements arrive out of shadows at right.



COURTESY GEORGE M. L. LA BRANCHE



COURTESY MUSEUM OF FINE ARTS BOSTON

"PLAYING OLD SOLDIER," the Civil War slang for goldbricking, a Federal soldier sticks out his tongue while feigning illness to Army doctor (*left*) while a medical orderly takes down notes.

"HOME, SWEET HOME" was ironic title Homer gave painting of bored Federals waiting in camp for McClellan's 1862 attack on Yorktown that never came. A band (*rear*) plays to revive spirits.



COURTESY METROPOLITAN MUSEUM OF ART

"RAINY DAY IN CAMP" shows a group of Northern cavalrymen warming themselves at fire in bivouac. Pot over fire is probably heating a Civil War staple—salt pork or salt beef. Triangular Sibley tent at left

housed 12 men. To the right of it is covered wagon used to carry Army supplies. Mule for pulling wagons is tied to stake in right foreground, while cavalry horses are tethered in front of the so-called "wedge" tents.



The Arrow Whip, new shorter point soft collar with permanent stays.



The Arrow Hilt with new short point non-wilt collar. (All-silk ties, \$2.50.)

The wonderful new 100% cotton Arrow "IRON-CHEATER" Shirts

Luxury without fuss—Just wash, drip-dry and wear

Here you see two of the many Arrow collar styles available in these wonderful all cotton broadcloth wash-and-wear shirts. (Other fabrics, too.) Both of these styles feature today's trim, shorter-point look.

Nor does that end your choice. Slip your wrists into regular cuffs or the new Arrow *Convertible Cuffs* which can be worn buttoned or with links. Select from a broad range of harmonizing stripes, checks, solid colors.

All are "Sanforized"-labeled, and all are

yours at wondrously low prices, \$5.00 and up at your Arrow retailer's. Choose Arrow 100% cotton wash-and-wear underwear, too. Variety of fabrics, patterns and colors. Only \$2.00.

ARROW

first in fashion

Cluett, Peabody & Co., Inc.



What wife-savers! Wash Arrow Iron-Cheaters but don't wring or squeeze. Let them drip-dry. Touch up with a cool iron, if you wish.

ENGLISH-SPEAKING PEOPLES

CONTINUED

General Burnside. The Government had used McClellan in their desperation. They now felt strong enough to strike him down. McClellan was against the abolition of slavery, and he never changed his view. The dominant Radical wing of the Republican Party was out for his blood. They were convinced that McClellan would never set himself to gain a crushing victory. They suspected him of tender feelings for the South and a desire for a negotiated peace. They also feared that the general would prove to be a potent Democratic candidate for the presidency. Lincoln allowed himself to be persuaded by the Radical Republicans that McClellan had become a liability to his Government. He had long stood up for his commander against the attacks and whisperings of the politicians. Now he felt he must give way. But it was without animosity, for that viper was never harbored in Lincoln's breast.

There was almost a mutiny in the Union Army when McClellan's dismissal was known. He himself acted with perfect propriety and used all his influence to place his successor in the saddle. He was never employed again. Thus the general who, as Lee after the war told his youngest son, was by far the best of his opponents disappeared from command. No one can be blind to McClellan's limitations, but he was learning continually from his collisions with Lee and Jackson. His removal was a wrong done to the Union Army, which never gave its love to any other leader. There remained for McClellan a vivid political struggle for the presidency where numbers, which alone count in such affairs, were found upon the other side.

THE NEW CAMPAIGN against Lee and Jackson in the spring of 1863 was entrusted to General "Fighting Joe" Hooker. Moving across the Rappahannock and the Rapidan in Virginia with a massive two-pronged army, Hooker descended on Lee and Jackson near Chancellorsville.

CHANCELLORSVILLE stands on the edge of a wild region of forest and tangled scrub which still deserves the name of Wilderness. Roads or paths cut through this alone rendered movement possible. On May 1 Hooker, having brought up all his troops, ordered a general advance eastward.

As he advanced into the Wilderness he met large enemy forces, who began at once to attack him. These were Stonewall Jackson's troops, handled with the general's usual vigor. Now "Fighting Joe" Hooker bent under the strain of supreme command. He had expected that his well-executed strategy would compel Lee to retreat. He now conceived himself about to be attacked by the whole Confederate Army. He turned at once and fell back upon the entrenched line he had already prudently prepared before Chancellorsville. It was late in the afternoon of the 1st when the advancing Confederates, emerging from the woodland, came within sight of this formidable position with its masses of troops. Thus the night set in.

Lee and Jackson sat together in the woods and knew that they had one day before them. Unless they could beat Hooker at odds of two to one during May 2, they would be attacked front and rear by overwhelming forces. Frontal attack was impossible. Their only chance was to divide their small army and swing round Hooker's

right. Search had been made for a road or track for such a movement, and in the small hours one of Jackson's staff officers reported that there was a private road used for hauling wood and ore to a furnace which would serve. Jackson at once proposed to lead his whole corps along it, and Lee after a moment's reflection assented. This meant that Jackson with 26,000 men would march round Hooker's right to attack him, while Lee faced nearly 80,000 Federals with 17,000.

At 4 a.m. Jackson was on the march. He and Lee were now separated, and only victory could reunite them. Had Hooker set his army in motion against Lee he must have driven Lee ever farther from Jackson. But Hooker, convinced that he was safe within his fortifications and that his strategy was successful, made no move while the hours slipped away. It was six o'clock in the evening before Jackson reached the end of his march. He had not only turned Hooker's flank but was actually in rear of his right-hand corps. He deployed into line, facing Lee about four miles away on the other side of the Federal Army. The surprise was complete. The soldiers of the 11th Federal Corps were eating their supper and playing cards behind their defenses when suddenly there burst from the forest at their backs and on their flank the Confederate line of battle. In one hour the 11th Corps, attacked by superior forces in this battle, although as a whole the Union Army was two to one, was dashed into rout and ruin.

Night was falling, but Jackson saw supreme opportunity before him. He was within half a mile of the road leading to United States Ford, the sole line of retreat for Hooker's whole army, and between him and this deadly thrust no organized force intervened. He selected the point which he must gain by night and hold to the death at dawn. The prize was nothing less than the destruction of the main Federal Army. They must either overwhelm him the next day or starve between the Wilderness and his cannon. All this he saw. He rode forward with a handful of officers to the skirmish line to see what he could of the ground. He had often risked his life in this way, and now the forfeit was claimed. As he returned, his own men, Carolinians proud to die at his command, mistaking in the darkness the small party for hostile cavalry, fired a volley. Bullets pierced the general's left arm and shoulder. He fell from his horse and when, after an agonizing passage, he reached the field hospital he was too much weakened by loss of blood to concentrate his mind. His staff officer, who was to lead A. P. Hill's division to the vital point, had been killed by the same volley. Hill, on whom the command devolved, hastening forward after questioning his swooning chief, was almost immediately himself wounded. No one knew Jackson's plan, and he was now unconscious. Thus on small agate points do the balances of the world turn.

On May 3, with wild shouts of "Remember Jackson!" the infuriated Confederates assaulted the Federal line. They drove it back. They captured Hazel Grove. They joined hands again with Lee. But the chance of the night was gone forever. Hooker now had masses of men covering his line of retreat to the ford. He thought of nothing but retreat. He did not even keep Lee occupied upon his front. He was morally beaten on the 2nd, and during the battle of the 3rd a solid shot hitting the pillar of a house by which he stood stunned him, which was perhaps a merciful stroke.

Chancellorsville was the finest battle which Lee and Jackson fought together. Their combination had become perfect. Now all was over. Jackson lingered for a week. His arm was amputated. Pneumonia supervened. On the 10th he was told to prepare for death, to which he consented with surprise and fortitude. "Very good, very good; it is all right." Finally, after some hours, quietly



McCLELLAN'S FAREWELL to his army took place on Nov. 7, 1862 when Lincoln relieved him for lack of aggressive action. As McClellan, never to return to military life, rode past his troops, they cheered and wept.

CONTINUED



All '58 Oldsmobiles feature Safety Plate Glass . . . all around!

OLDSmobility

An agile way to travel

that's in a class by itself!



New Trans-Portable Radio* serves as your regular car radio, but can also be unlocked and used as a go-anywhere, lightweight, 160-hour battery-powered, transistor portable.

There's so much pure pleasure in piloting the '58 Oldsmobile you find yourself looking for places to go. If you think this hard to believe, that's because you haven't yet experienced the incredible smoothness of New-Matic Ride* — Oldsmobile's *true* air suspension. Or you haven't felt the eager response of the new Rocket Engine — or put your hand to the responsive steering and parking ability of this new Oldsmobile. *When you do*, at your Authorized Oldsmobile Quality Dealer's, you'll know the real meaning of *OLDSmobility* — the Rocket Age way to go places and do things.

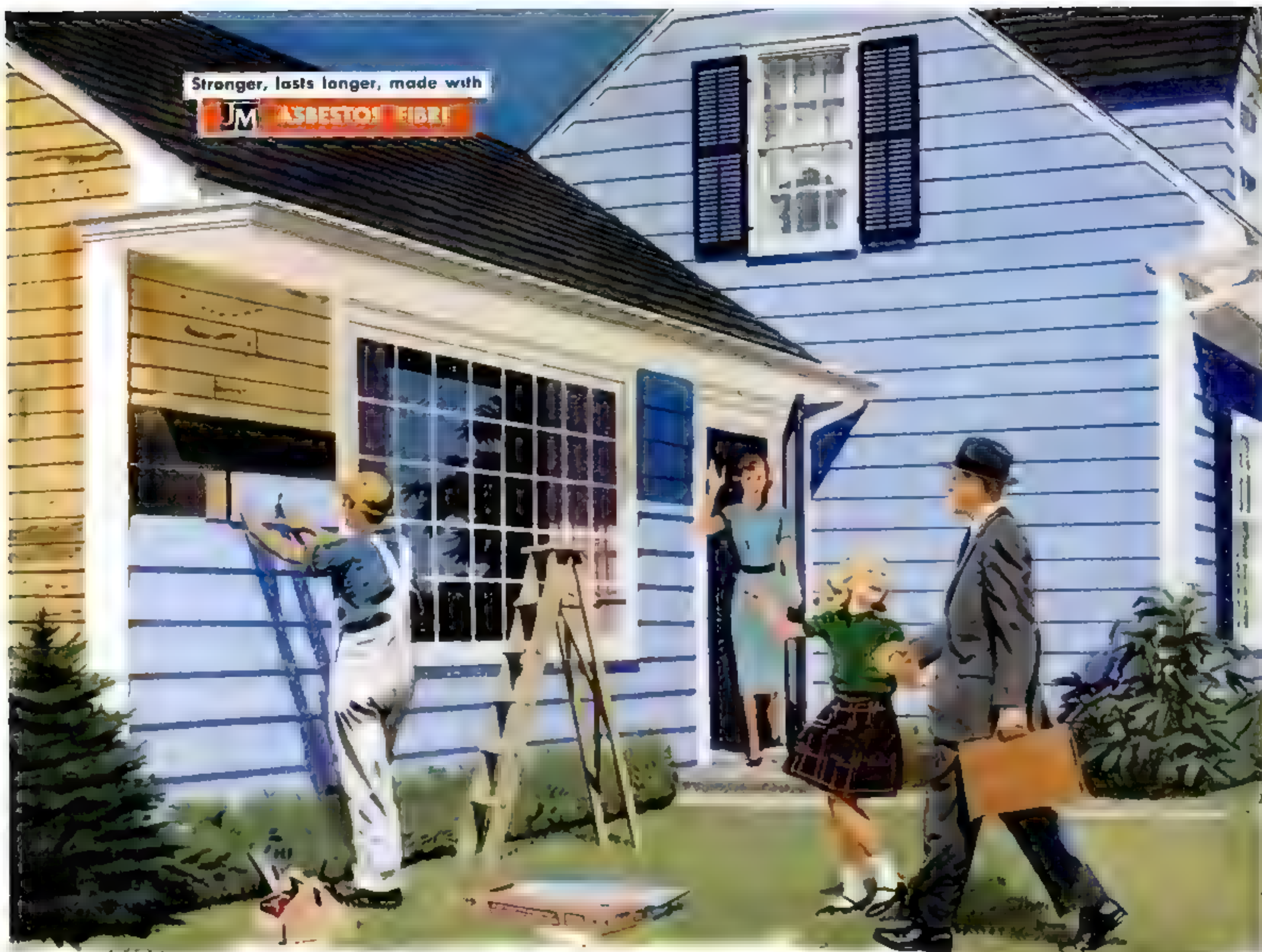
**Optional at extra cost*

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION

OLDSMOBILE

1908-1958  FORWARD FROM FIFTY . . . INTO THE ROCKET AGE 

SEE YOUR LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER



"Wow! Our house looks like new!"

Your choice of white or colors. Send for new Color Styler showing how to select colors for exterior of your home.



Johns-Manville COLORBESTOS® SIDEWALLS save the expense of painting every few years... cost less than \$20 per month for average house

Colorbestos Sidewalls have the color built right in by an exclusive new color process. They are rotproof, fireproof, permanent as stone... go on right over your old sidewalls. They are used by leading builders in the quality residential field. Ask for a free estimate from your J-M Dealer or Certified Home Improvement Contractor. Also

ask about a Johns-Manville roof, available on similar, favorable terms.

A new highly ingenious Color Styler prepared by leading designers enables you to select harmonizing sidewall and roofing colors, with accent colors for doors and shutters. Send for your copy of the Color Styler today.

Send 10¢ for "How to Color Style the Exterior of Your Home."

Address Johns-Manville, Dept. L-1, Box 60, New York 16, N. Y.;
in Canada, Port Credit, Ontario.

I'm interested for

☐ New house

☐ Existing house

Name _____

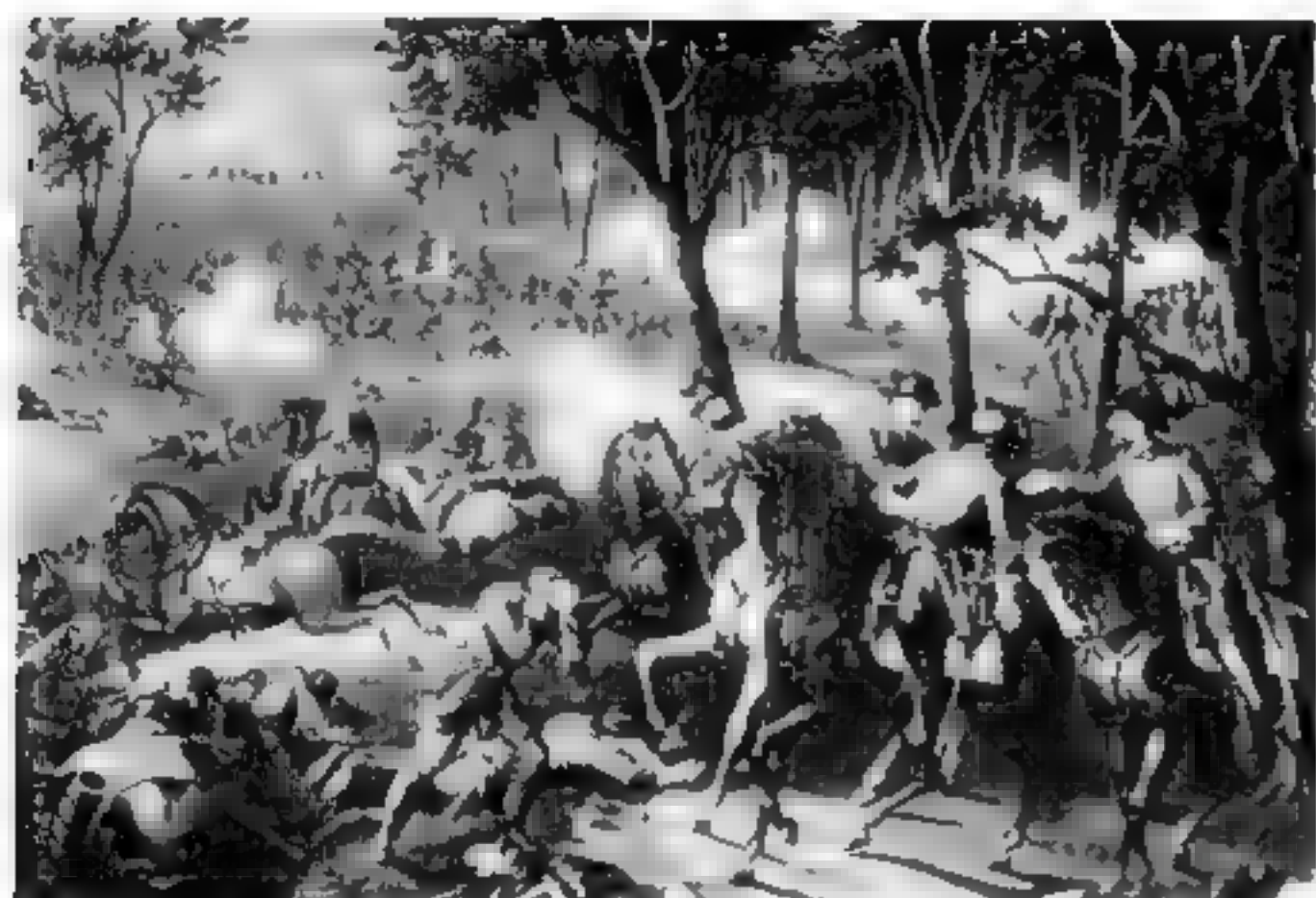
Street _____

City _____

County _____ State _____



JOHNS-MANVILLE



STONEWALL JACKSON'S DEATH was caused at Chancellorsville by his own men. Riding back from a reconnaissance (*right*), he was mistaken for a Unionist, shot and severely wounded. He died eight days later.

ENGLISH-SPEAKING PEOPLES CONTINUED

and clearly: "Let us cross over the river, and rest under the shade of the trees." His loss was a mortal blow to Lee and to the cause of the South.

SEIZING THE INITIATIVE after winning at Chancellorsville, Lee now carried out his long-planned invasion of Pennsylvania. Here he might force the Union Army into one crucial battle which could give the South victory. His campaign began on June 3, 1863. One month later his hopes were shattered at the town of Gettysburg.

The battle began on July 1, and on the first and second days both armies suffered heavy losses as Lee strove to break the Federal defenses. He failed—but the Union Army was so badly mauled that its general, George G. Meade, called a council of war to discuss retreat. All during the second night both armies prepared for the climax

THE third day began. Lee bid high for victory. He resolved to launch 15,000 men, sustained by the fire of 125 guns, against Meade's left center. Ewell's corps would at the same time attack from the north, and if the assault under General George E. Pickett broke the Federal line, the whole Confederate Army would fall on. The attack was ordered for the earliest possible hour. It was the Federals, however, who opened the third day by recapturing in the gray of the dawn some of the trenches vacated the previous evening, and after hard fighting drove the Confederates before noon entirely off Culp's Hill. Exhausted by this, Ewell made no further movement.

The morning passed in utter silence. It was not till one in the afternoon that the Confederates began the heaviest bombardment yet known. General Longstreet, unable to rally himself to a plan he deemed disastrous, left it to the artillery commander, Alexander, to give the signal to Pickett. At half-past two the Confederate ammunition, dragged all the way from Richmond in tented wagons, was running short. "Come quick," Alexander said to Pickett, "or my ammunition will not support you properly." "General," said Pickett to Longstreet, who stood somber and mute, "shall I advance?" By an intense effort Longstreet bowed his head in assent. Pickett saluted and set 42 regiments against the Union center. We see today, upon this battlefield so piously preserved by North and South, and where many of the guns still stand in their firing stations, the bare, slight slopes up which this grand infantry charge was made. In splendid array, all their battle flags flying, the forlorn assault marched on. But, like Napoleon's Old Guard on the evening of Waterloo, they faced odds and metal beyond the virtue of mortals. The Federal

CONTINUED

**Protect your home
—enjoy added
comfort and safety
in your living
with
Johns-Manville
products**



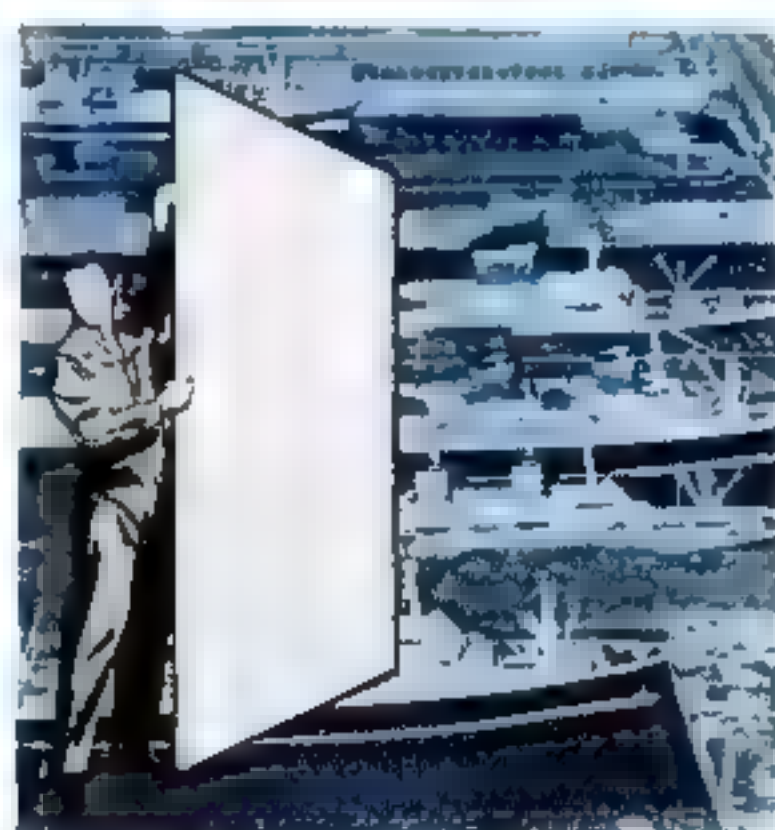
J-M Seal-O-Matic® Roofs give maximum protection against high winds and driving rain. When you need a roof, ask for these self-sealing asphalt shingles.



J-M Transite® Pipe—an asbestos cement product—protects your community's health by assuring clean, pure, rust-free water; helps save money for taxpayers.

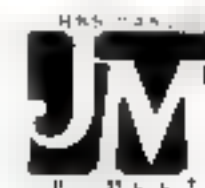


J-M Asbestos Brake Linings protect you on the highways. When your brakes need relining, insist on Johns-Manville for long-lasting dependability.



J-M Asbestos Panels protect against fire at sea. These fireproof Marinite® walls and ceilings for passenger and freight vessels help give America the safest ships afloat.

"Asbestos The Magic Mineral" is a new informative 32-page book which tells how Johns-Manville asbestos fibre is mined and how it serves you in your daily living. We'll be glad to send you a copy on receipt of 25¢ in coin. Address Johns-Manville, Dept. L-1A, Box 60, New York 16, N. Y.; in Canada, Port Credit, Ontario.



JOHNS-MANVILLE

artillery paused till they were within 700 yards; then they opened again with a roar and cut lanes in the steadfastly advancing ranks. On they went, without flinching or disorder; then the deadly sound, like tearing paper, as Lee once described it, rose under and presently above the cannonade. But Pickett's division still drove forward and closed with far larger numbers of men, who, if not so lively as themselves, were at least ready to die for their cause. All three brigadiers in Pickett's division fell killed or mortally wounded. General L. A. Armistead with a hundred men actually entered the Union center, and the spot where he died with his hand on a captured cannon is today revered by the manhood of the United States.

But where were the reserves to carry through this superb effort? Where were the simultaneous attacks to grip and rock the entire front? Lee at Gettysburg no more than Napoleon at Waterloo could win dominance. The victorious stormers were killed or captured; the rest walked home across the corpses amid a remorseless artillery fire. Less than a third came back. Lee met them on his horse Traveller with the only explanation, which they would not accept, "It is all my fault."

But there was no counterstroke. The Battle of Gettysburg was at an end. Twenty-three thousand Federals and over 20,000 Confederates had been smitten by lead or steel. With every personal resource Lee gathered up his army. An immense wagon train of wounded were jolted, springless, over 40 miles of crumpled road. On the night of July 4 Lee began his retreat. Meade let him go. The energy for pursuit had been expended in the battle. The Potomac was found in flood; Lee's pontoon bridge had been partially destroyed by a raid. For a week the Confederates stood at bay behind entrenchments with their backs to an unfordable river. Longstreet would have stayed to court attack, but Lee measured the event. Meade did not appear till the 12th, and his attack was planned for the 14th. When that morning came, Lee, after a cruel night march, was safe on the other side of the river. He carried with him his wounded and his prisoners. He had lost only two guns, and the war.

BY THE END of 1863 all illusions had vanished. The South knew they had lost the war and would be conquered and flattened. It is one of the enduring glories of the American nation that this made no difference to the Confederate resistance. In the North, where success was certain, they could afford to have bitter division.

On the beaten side the departure of hope left only the resolve to perish arms in hand. Better the complete destruction of the whole generation and the devastation of their enormous land, better that every farm should be burned, every city bombarded, every fighting man killed, than that history should record that they had yielded. Any man can be trampled down by superior force, and death, in whatever shape it comes, is only death, which comes to all. It might seem incredible when we survey the military consequences of 1863 that the torments of war should have been prolonged through the whole of 1864 and far into 1865. "Kill us if you can; destroy all we have," cried the South. "As you will," replied the steadfast majority of the North.

WAR IN THE EAST had produced a succession of Union generals, none of whom had the ability to inflict permanent defeat on Lee. But in the West a stubborn commander named Ulysses S. Grant had hammered out hard victories at Vicksburg and in the Tennessee Valley. In the spring of 1864 Grant's habit of victory was rewarded with a new command.

ON MARCH 9 President Lincoln appointed Ulysses Grant to the command of all the armies of the United States, raising him to the rank of lieutenant general. At last on the Northern side there was unity of command and a general capable of exercising it. Grant's plan was brutal and simple. It was summed up in the word "attrition." In intense fighting and exchange of lives weight of numbers would prevail. To Meade,



An old fashioned
whisky.

The mild taste
tells
the story



**OLD
HICKORY**

STRAIGHT BOURBON WHISKY - 86 PROOF AND 100 PROOF BOTTLED IN BOND
OLD HICKORY DISTILLERS CO., PHILADELPHIA, PA.



PHOTOGRAPHS BY ANSEL ADAMS

She helps people find the products and services they want. Mrs. Vonna Shelton, telephone representative in Minneapolis, Minn., checks the advertisements that business men have placed in the classified directory.

This telephone girl is a big help to businesses

She has a loyal following in the "younger set." Mrs. Shelton has a way with the children of the neighborhood which inspires a faithful attendance at her class in Sunday School.



When you think of a telephone woman you probably think of the operator. But there are many other women at the telephone company who do interesting and important jobs for you. And they, too, have the "Voice with a Smile."

For example, Vonna Lou Shelton handles a very necessary service in the business man's world. She is one of many women throughout the country who help different concerns plan and place their advertising in telephone directory Yellow Pages.

Friendliness, good judgment, and follow-through have won for Mrs. Shelton the confidence of business men who appreciate quick,

competent service and painstaking efficiency.

Vonna Lou's life is filled with people. Among her principal off-the-job interests are her husband and Sunday School class. She's a program chairman of a missionary society. Sparks many a fund-raising campaign. Goes to college to study piano and takes lessons to improve her golf.

Like so many folks in the telephone company, Mrs. Shelton has made a lot of friends—on her own, and on the job. "I don't know of any other work," she says, "that would bring me so close to all my neighbors. Our customers get to think of us as their personal representatives. I like that a lot."



Working together to bring people together... **BELL TELEPHONE SYSTEM**





He made a frozen frontier tell its secrets...

ON THANKSGIVING DAY, 1929, a small tri-motored plane reached latitude 90°. An American flag tumbled down on the imaginary spot called the South Pole. This would have been enough for most men.

But not for a man like Rear Admiral Richard E. Byrd.

He was born an adventurer. He was the kind of man who always wants to see what's over the horizon—the kind who always has to look a little bit farther than anybody else has looked. The Pole was just the beginning.

Here was the world's last frontier—a lifeless continent, half again as big as Europe, waiting to be discovered. Here were thousands of miles of coast to be charted. Under the ice were unbelievable riches. And here, set up by Nature, was a gigantic laboratory where man could experiment and find out a million things he wanted to know—about the weather, about the earth, and about himself.

Dick Byrd went five times to the bottom of the world. He gazed on more unknown area than any human in history. For months he lived all alone out on the terrible Ross Ice Shelf, where it was thought no man could ever survive. And while death lurked, cold and dark, he made this silent kingdom give up its secrets, one by one.

Why?

America, since the beginning, has bred men who had to go into the unknown—to look around and see what's there, to tame it for those who come later. A new continent, a new labor-saving device, a new cure for disease—so much of all the good things we have in our country, we owe to these restless, questing Americans who, like Dick Byrd, could never be content until they had turned the unknown into the *known*.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



If you've wondered, too...

We get many letters about our famous series of advertisements featuring great Americans. In case you, too, would like to know, here are some of the most frequently asked questions—and the answers.

How many have appeared?

The advertisement presented here is the 97th in the series.

How long has the series been appearing?

Since 1947.

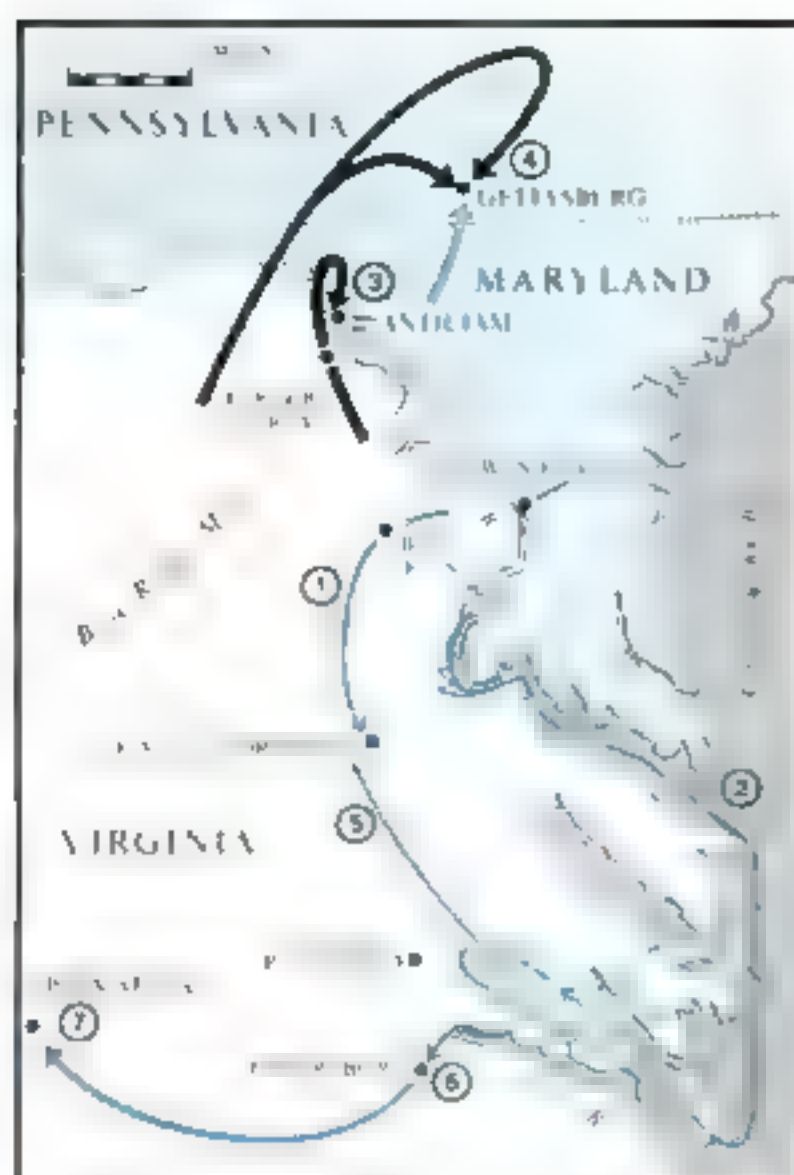
Why do you run this type of advertising?

Our company has prospered, just as America has prospered. From a humble beginning in Boston nearly 100 years ago, we've grown to a company with over 20 billion dollars of life insurance in force, 14,000 people, more than 10,000,000 policy owners. One way in which we could express our sense of obligation and thanks was to have our advertising tell of the basic beliefs which are the root of the wonderful country in which our company grew up. We also like to believe that many of the things these great Americans stood for are also things for which our company stands. Our agents, too, understand well the importance of freedom and independence, and the well-being and dignity of each individual.

BYRON K. ELLIOTT
President

★ ★ ★

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



CAMPAIGNS of war in east are mapped at left. In 1861-63 Union armies (blue lines), marching due south (1), were halted twice at Bull Run, twice near Chancellorsville. An advance on Richmond in mid-1862 up peninsula (2) was turned back. Confederates invaded the north twice (black lines), got to Antietam (3) in September 1862 and to Gettysburg (4) in July 1863. In Wilderness Campaign (5) of 1864 Grant cut south, took Petersburg (6) and forced Lee out of Richmond to Appomattox (7).

ENGLISH-SPEAKING PEOPLES CONTINUED

who nominally retained the command of the Army of the Potomac, he gave the order, "Wherever Lee goes there you will go also." To William Tecumseh Sherman, his friend and brother officer, who had risen with him, he confided the command in the West with similar instructions but with an addition: "To move against Johnston's army, to break it up, and to get into the interior country as far as you can, inflicting all the damage you can against their war resources."

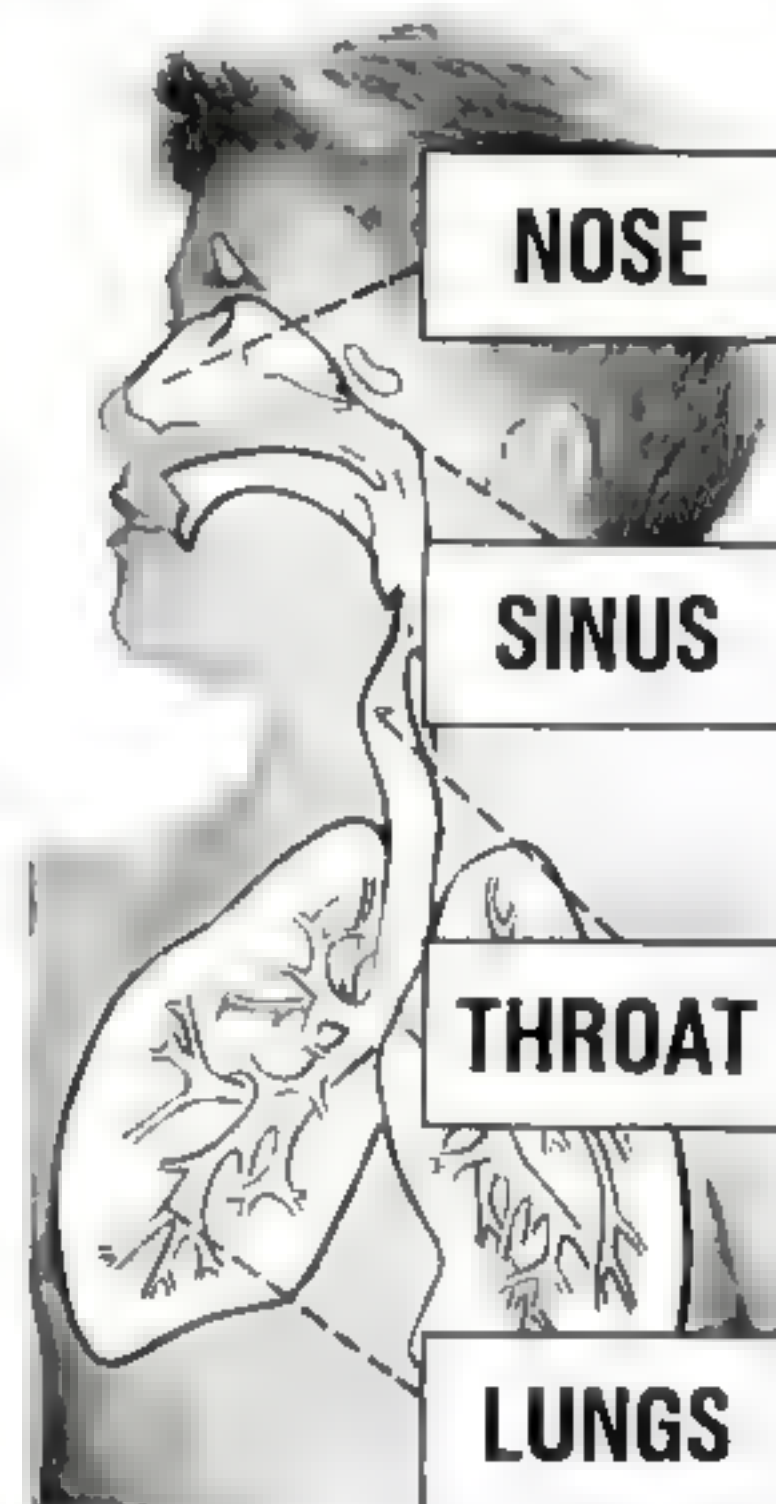
With the approach of spring Grant, having launched the Union Army, came to grips with Lee on the old battlegrounds of the Rappahannock and the Rapidan, where the traces of Chancellorsville remained and memories of "Stonewall" Jackson brooded. He took the field at the beginning of May with 120,000 men against Lee with 60,000. He crossed the Rapidan by the fords which "Fighting Joe" Hooker had used the year before. There in the savage country of the Wilderness was fought a battle worthy of its field. In two days of intricate and ferocious fighting, May 5 and 6, Grant was repulsed with a loss of 18,000 men, Lee himself losing about 10,000, the most part in a vehement counterstroke. Grant then passed to his left and in a series of confused struggles from the 8th to the 19th sought to cut the Confederates from their line of retreat upon Richmond. This was called the Battle of Spotsylvania Court House, in which the Federal armies suffered another loss of about 18,000 men, or double that of their opponents. Undeterred by this slaughter, Grant repeated his movement to the left, and prolonged heavy fighting followed. Grant, for all the courage of his men, could never turn Lee's right flank, and Lee and his devoted soldiers, could never overcome odds of two to one. They could only inflict death and wounds in proportion to their numbers. According to Grant's war-thought, this process, though costly, had only to be continued long enough to procure the desired result. "I propose to fight it out on this line," he wrote to Halleck at Washington, "if it takes all summer." But other factors, less arithmetical in their character, imposed themselves.

At Cold Harbor the Federal commander in chief hurled his army through the blasted, undulating woodland against the haggard, half-starved but elated Confederate lines. The result of the day ended Grant's tactics of unflinching butchery. After 7,000 brave blue-coated soldiers had fallen in an hour or so, the troops refused to renew the assault. More is expected of the high command than determination in thrusting men to their doom. The Union dead and wounded lay between the lines; the dead soon began to stink in the broiling sun, the living screamed for water. But Grant failed to secure a truce for burial and mercy. It was not till the third day after the battle that upon a letter from Lee, saying he would gladly accord it if asked, formal request was made, and for a few hours the firing ceased. During the World

CONTINUED

VIRUS COLD OR ASIATIC FLU?

New Instant-Acting Chest Rub Speeds Relief Through



- CREATES MORE MEDICATED VAPORS, FASTER
- ACTION PENETRATES FASTER AND DEEPER
- BRINGS UP TO 8 TIMES MORE CIRCULATION OVER THE AFFECTED AREAS

Now, from Anahist research comes this new wonder formula for chest misery accompanying virus colds or Asiatic flu. New SUPER ANAHIST INSTANT-ACTING CHEST RUB speeds more medicated vapors faster through nose, sinus, throat, lungs . . . while its deeper penetration breaks up congestion . . . and increased blood circulation flushes away stagnant cold "poisons." Get this new greaseless, stainless cream, today. © 1957, ANAHIST CO., INC.

SUPER ANAHIST
Instant Acting
CHEST RUB



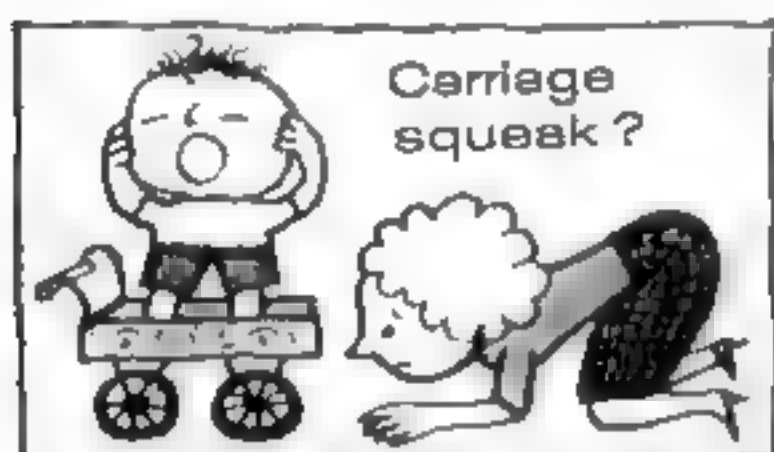
A Remarkable Medical Development from Anahist Research Laboratories

FIX-IT TIPS

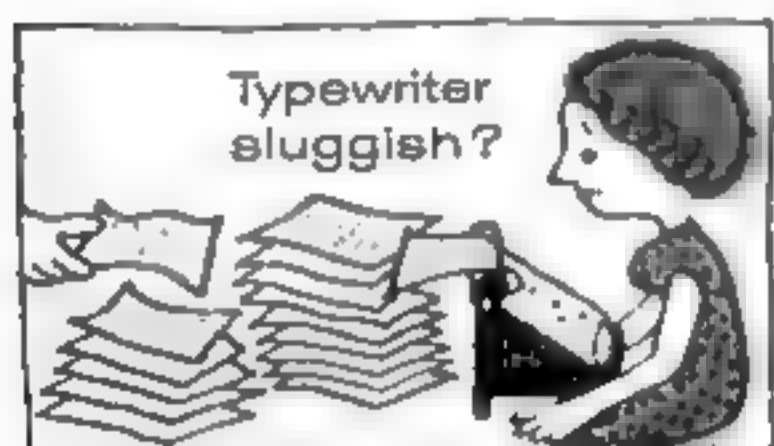
with "3-in-One" oil



Speed 'em up with clean-working "3-in-One" oil. Lubrication lasts for months. Contains a special rust inhibitor, too.



Quiet it down by oiling the wheels and springs with long-lasting "3-in-One" oil. Doesn't gum up. Keeps rust away.



Liberate it up by putting "3-in-One" oil on the moving parts. Works into hard-to-get-at places. Highly refined. It's clean.



Stop it with "3-in-One" — the oil that contains a rust inhibitor. Overall oiling is extra easy with new Oil-Spray container!

"3-IN-ONE"

is the one oil that does all three:

1. PENETRATES
2. LUBRICATES
3. PREVENTS RUST



New handy spray can for hard-to-get-at places.

ENGLISH-SPEAKING PEOPLES CONTINUED

Wars through which we have lived no such indulgences were allowed, and numbers dwarfing the scale of the American Civil War perished in no man's land in long, helpless agony where they fell. But in that comparatively civilized epoch in America, Cold Harbor was deemed a horror almost beyond words.

The Army of Northern Virginia had inflicted upon Grant in 30 days a loss equal to its own total strength. He now saw himself compelled to resort to maneuver. He did what McClellan had done on this same ground two years earlier. By a skillful and daring march, which Lee was too weak to interrupt, he moved his whole army across the peninsula and, again using seapower, crossed the James River and established a new base on the south bank. He set himself to attack Richmond by the "back door," as McClellan had wished to do. Repulsed at Petersburg, he laid siege with an army now reinforced to more than 100,000 men to the trench lines covering that stronghold and the lines east of Richmond. He failed again to turn Lee's right flank by movements south of the James, and at the end of June resigned himself to trench warfare attack by spade, mine and cannon. There was no investment, for Lee's western flank remained open. These static conditions lasted till April 1865. These performances, although they eventually gained their purpose, must be regarded as the negation of generalship. They were nonetheless a deadly form of war.

IN NOVEMBER Grant's commander in the West, William Tecumseh Sherman, sallying from Atlanta, began his historic campaign. Having persuaded a naturally anxious Washington Cabinet, he cast his communications to the winds and began his grim march through Georgia to the shores of the Atlantic. Georgia was full of food in this dark winter. Sherman set himself to march through it on a wide front, living on the country, devouring and destroying all farms, villages, towns, railroads and public works which lay within his wide-ranging reach. He left behind him a blackened trail and hatreds which pursue his memory to this day. "War is hell," he said, and certainly he made it so. But no one must suppose that his depredations and pillage were comparable to the atrocities which were committed during the World Wars of the 20th Century or to the barbarities of the Middle Ages. Searching investigation has discovered hardly a case of murder or rape. Nonetheless a dark shadow lies upon this part of the map of the United States.

THE EXHAUSTED CONFEDERACY could not stand. Sherman's march had severed the South, and in the spring of 1865 Grant's steady offensive at last broke the Petersburg lines around Richmond. There was no longer any way to defend the Confederate capital—or the Confederacy itself.

On Sunday April 2, President Davis sat in his pew in the church at Richmond. A messenger came up the aisle. "General Lee requests immediate evacuation." Southward then must the Confederate Government wander. There were still some hundreds of miles in which they exercised authority. All had to be overpowered, man by man and yard by yard. Lee had still a plan. He would march swiftly south from Richmond, unite with Johnston, break Sherman, and then turn again to meet Grant and the immense Army of the Potomac. But all this was for honor, and mercifully that final agony was spared. Lee, disengaging himself from Richmond, was pursued by more than three times his numbers, and Sheridan with his cavalry corps lapped around his line of retreat and broke in upon his trains. When there were no more half-rations of green corn and roots to give to the soldiers, and they were beset on three sides, Grant ventured to appeal to Lee to recognize that his position was hopeless. Lee bowed to physical necessity. He rode on Traveller to Appomattox Court House to learn what terms would be offered. Grant wrote them out in a few sentences. The officers and men of the Army of Northern Virginia must surrender their arms and return on parole to their homes, not to be molested while they

CONTINUED

SORE THROAT?



Antibiotic Candettes give immediate soothing relief!

CANDETTES work 2 ways:

- 1 Double Antibiotic action... fights germs! Not just one—but *two* safe, proven antibiotics kill many irritation-causing throat germs, on contact!
- 2 Anesthetic action... relieves soreness! A safe and effective anesthetic acts instantly to relieve soreness of inflamed membranes.

Not an ordinary cough drop—delicious, orange-flavored Candettes are a proven medication! Get them at your drug store.



Candettes

By the World's Largest Producer of Antibiotics

Sore, aching muscles?

Here's quick relief when "doing-it-yourself" makes muscles cry for help—

Next time weekend chores make overexercised muscles say ouch, rub on Absorbine Jr. and feel it go to work instantly

You feel a warm glow as massaging with Absorbine Jr. stimulates local circulation, helps counter the pressure that makes muscles throb and ache.

Absorbine Jr. is famous for the wonderful relief it has given hundreds of sufferers. (Letters in our files tell us so.)

Buy Absorbine Jr. today. Not greasy, not sticky, it rubs in all the way! Guaranteed satisfaction or money will be refunded.



W. F. YOUNG, INC.
Springfield, Mass.

ABSORBINE JR.

THE FIRST FILTER CIGARETTE IN THE WORLD THAT MEETS THE STANDARDS OF UNITED STATES TESTING CO.

★ ★ ★ ★ ★

NEW HI-FI FILTER (HIGH FILTRATION) PARLIAMENT



PROVED: Over 30,000 traps—the most effective filtering material, millimeter for millimeter, in a cigarette today. No other popular filter cigarette delivers less nicotine and tar.

PROVED: No other filter prevents leakage of tar and nicotine from filter to mouth. Only Parliament's filter is recessed, set deep down inside the mouthpiece where your lips can't touch it.

PROVED: New HI-FI Filter—with exclusive recessed design—offers you the most complete filtering action in cigarette history.



All the above filtering findings are certified true by the United States Testing Co., world's leading independent research laboratories.

And the flavor story is simple. More expensive tobaccos bring you the friendly smoking satisfaction cigarettes were invented for.



NOW ON SALE EVERYWHERE... AT

POPULAR PRICE!



AT APPOMATTOX Grant (legs crossed, center) accepts the surrender of Lee (seated left) in the McLean house.

ENGLISH-SPEAKING PEOPLES CONTINUED

observed the laws of the United States. Lee's officers were to keep their swords. Food would be provided from the Union wagons. Grant added, "Your men must keep their horses and mules. They will need them for the spring ploughing." This was the greatest day in the career of General Grant and stands high in the story of the United States. The Army of Northern Virginia, which so long had "carried the Confederacy on its bayonets," surrendered, 28,000 strong.

THUS ended the great American Civil War, which must upon the whole be considered the noblest and least avoidable of all the great mass-conflicts of which till then there was record. Three quarters of a million men had fallen on the battlefield. The North was plunged in debt; the South was ruined. The material advance of the United States was cast back for a spell. But, as John Bright said to his audience of English working folk, "At last after the smoke of the battlefield had cleared away, the horrid shape which had cast its shadow over the whole continent had vanished and was gone forever."

IN NEXT WEEK'S ISSUE: BRITAIN'S ROYAL SCANDALS AND POLITICAL UPROARS

In the second instalment of Volume IV of his "History" Sir Winston describes:

- A high-living king's stubborn attempt to divorce his "noisy, flighty and unattractive" queen for adultery
- The stand of "the Peers against the People"
- The young queen who "set a new standard for the conduct of monarchy"

LOW PRICE CAR WITH HIGH PRICE LOOKS ...AND ACTION!

Size it up! This big, bold Pontiac Chieftain has a brand of beauty, luxury and performance *completely new* to the low-price field! It's man-size in every dimension with a road-hugging 122-inch wheelbase! And, inside, more space and elegance than you've ever known at anywhere near the price; with high-fashion fabrics, an incredible array of color choices, and the luxury bonus of wall-to-wall carpeting *even in the lowest priced model!*

Try it out! Big as it is, the Chieftain handles like a feather—functions with an effortless drill team precision that will positively amaze you! And it's no wonder, for here are literally dozens of innovations, ranging from a suspension system that virtually eliminates dive, sway and bounce . . . to the Tempest 395 engine, Pontiac's brilliant new power plant that is tooled to tolerances finer than the finest watches—to bring you a new jeweled-action smoothness in motion!

Compare the cost! See your Pontiac dealer and take a moment to prove what thousands of Chieftain owners already know: *Pontiac beats the best of the low-price three—and does it for less money!*

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



The Golden Jubilee Car

BIG BOLD



EVERY WINDOW OF EVERY PONTIAC IS SAFETY PLATE GLASS

PONTIAC



People try it...and

*Every day more and more people say “**Mabel**, Black Label*

While you read this, 147,973 people are trying Carling Black Label Beer. Yes, on both sides of the Atlantic, in taverns, restaurants, or at home, more people every day are trying Black Label for taste. And, they *like* it. The demand for Carling's has increased

almost ten-fold in the last nine years. As a result, Carling now ranks among the nation's top five producers of packaged beer. People try it...and they like it. It's as simple as that. Won't *you* try Black Label? You'll like it, too.



they like it

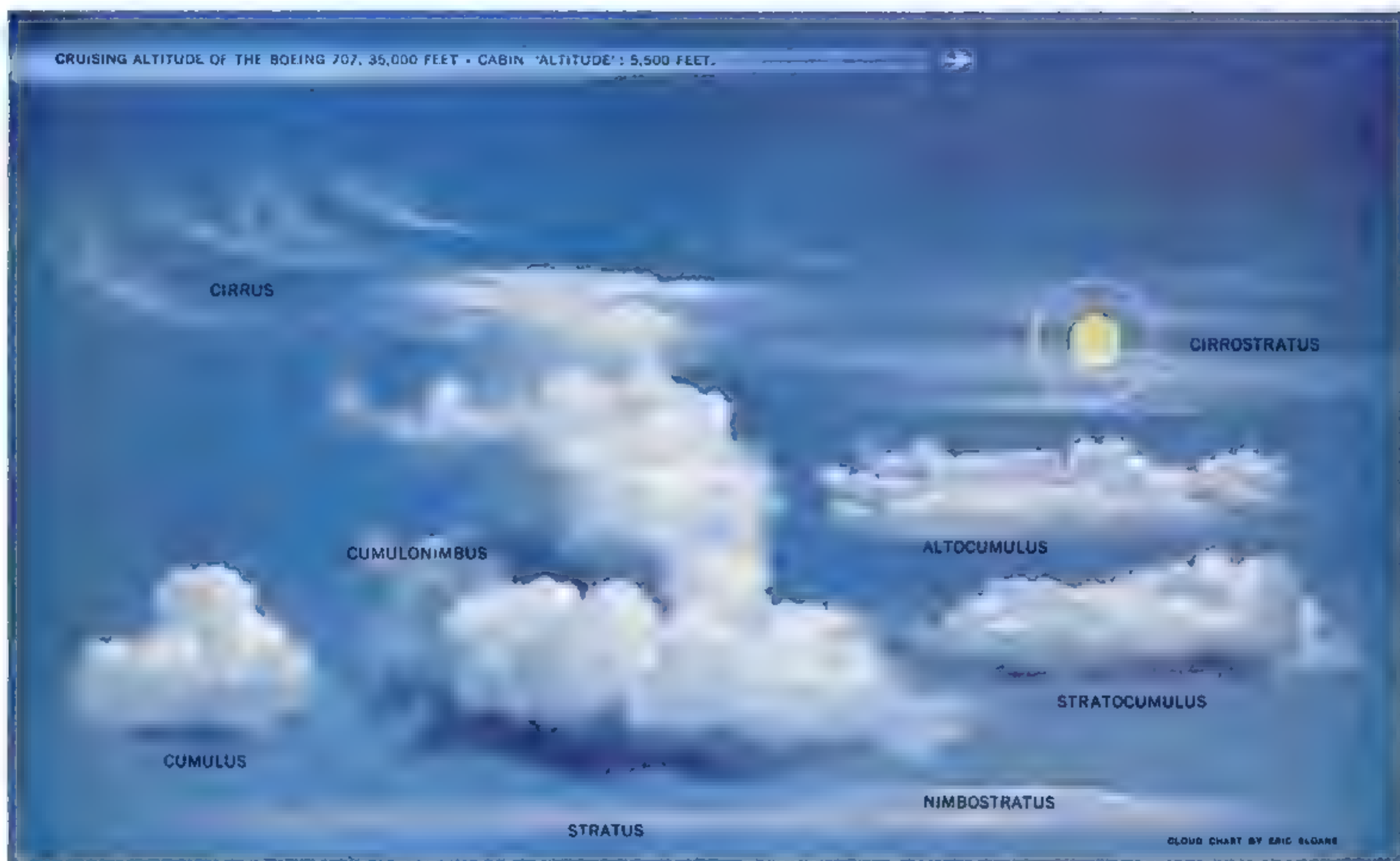


CARLING
Black Label
BEER

The Best Brews in the World come from Carling

BLACK LABEL BEER • RED CAP ALE • STAG BEER

Carling Brewing Co., Cleveland, O., Belleville, Ill., Frankenmuth, Mich., Natick, Mass.



In Boeing 707 and 720 jetliners, you'll fly far above the weather... so quiet, so secure, so vibration-free, you'll find it hard to believe you're traveling 600 miles an hour.



Above is the superb 707—by Boeing, builder of the *first* pressurized airliner...19 years ago. Since then Boeing has built more pressurized, multi-engine aircraft than any other company in the world.

BOEING 707 and 720

These airlines already have ordered models of the Boeing family of jetliners: AIR FRANCE • AIR-INDIA INTERNATIONAL • AMERICAN AIRLINES • BRANIFF INTERNATIONAL AIRWAYS • BRITISH OVERSEAS AIRWAYS CORPORATION • CONTINENTAL AIR LINES • CUBANA DE AVIACION • LUFTHANSA GERMAN AIRLINES • PAN AMERICAN WORLD AIRWAYS • QANTAS EMPIRE AIRWAYS • SABENA BELGIAN WORLD AIRLINES • TRANS WORLD AIRLINES • UNITED AIR LINES • VARIG AIRLINES OF BRAZIL

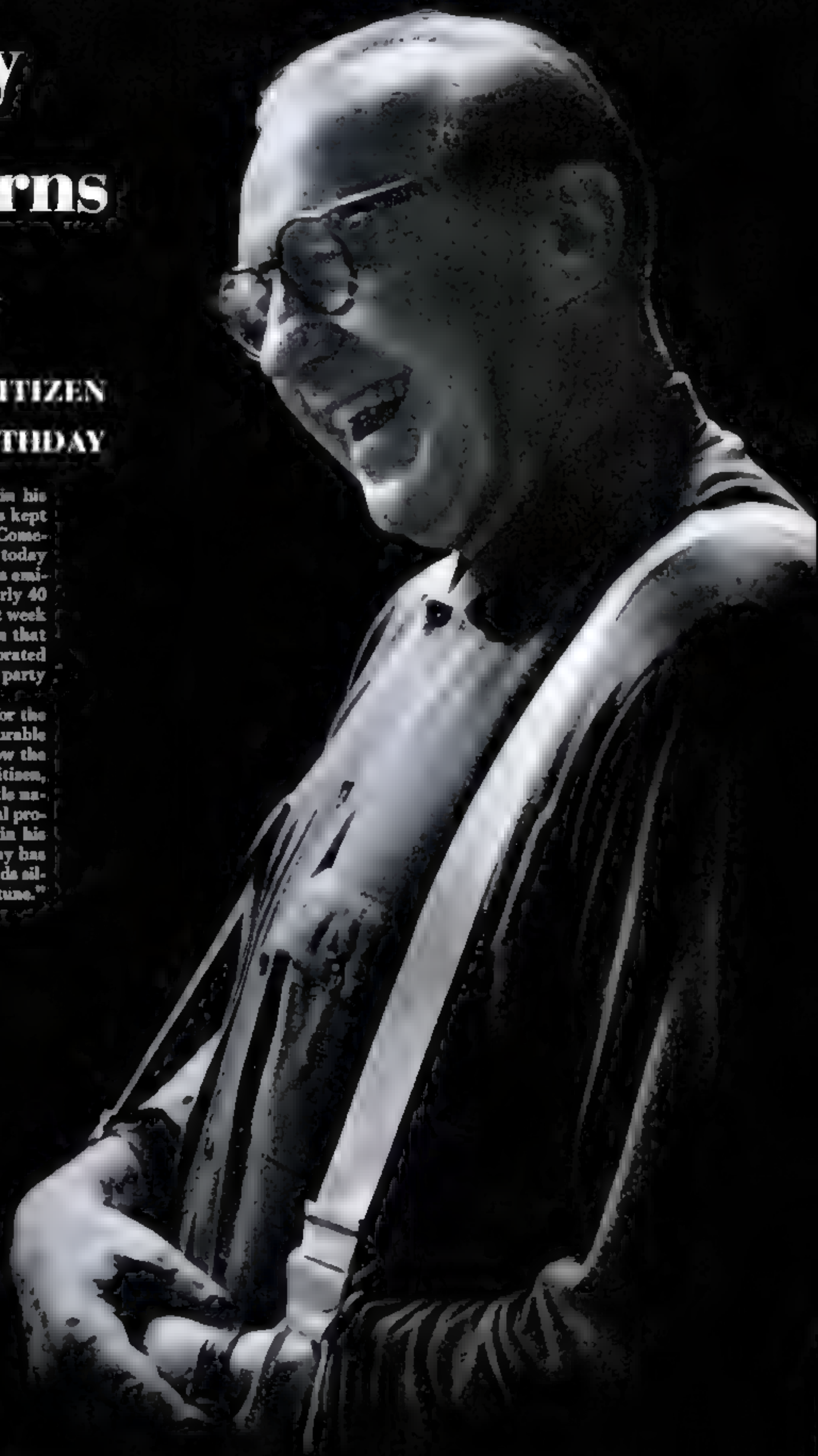
The Many Happy Returns of Benny

GREAT COMIC, LEADING CITIZEN
TURNS 40 ON HIS 64TH BIRTHDAY

Far more successfully than any other worker in his difficult craft, the laughing man shown here has kept at his job of keeping Americans amused. He is Comedian Jack Benny who, after 25 years on the air, is today at the peak of his popularity. He has attained his eminence by assuring radio and TV audiences—nearly 40 million—he is vain, stingy and 39 years old. Last week the modest, generous and 64-year-old gentleman that Jack Benny really is decided to modify the celebrated hoax about his age. In a huge TV birthday party (p. 108) he fearlessly turned 40.

In his profession Benny is regarded with awe for the skill and style which have made him the most durable of all comedians. In Hollywood, where TV is now the top industry, he is looked on as a distinguished citizen, admired for his success, his good works, his gentle nature. Everywhere else he is just Jack, the national prototype of the tightwad. Trying to compensate in his private life for this figure he cuts in public, Benny has become an extravagant tipper, a condition he finds silly. "Being stingy," says Jack, "has cost me a fortune."

Photographed for LIFE
by LEONARD McCOMBE



CONTINUED

BENNY CONTINUED

A hard-working perfectionist hammering out his humor



EDITING A SCRIPT, Benny peers through the smoke at draft given him by Writer Hugh Wedlock

Keeping on top has been strenuous work for the comedian and his staff. "I set the humor of the situation for a show," Benny says. "then the writers give me the jokes." The highest paid in television, they get a total of nearly \$250,000 a year. But Benny is always willing to pay high for the best. His perfectionism makes him a hard man to work for. Editing the writers' lines ruthlessly and skillfully, he considers every syllable in the script crucial and will argue long over whether a line should be "Oh, Rochester!" or simply "Rochester."

Unlike most comedians, Benny gives others the best jokes, makes himself the butt of the humor. He has developed the long pause into a work of art. When in one TV show a strike-up man pressed a gun to his back and demanded, "Your money or your life?" Jack, who is above all a master of timing, stood wordlessly torn between the alternatives in a masterpiece of silence that brought one of the longest and loudest laughs the great man has ever evoked.



SEARCHING FOR A "SNAPPER" to end a skit, writers (from left) Al Corbin, George Balzer, Hal

Golman and Sam Perrin suffer with Benny. When Audrey Meadows (below) read his choice, he roared



STYMIED BY A SONG, Benny questions parody called *Benny's from Heaven* after it was played and sung for him by Lyn Murray. "There's too much about me in this show already," Jack complained.



JUMPING FOR JOY, Jack bounds into the air outside a North Hollywood sound studio after he was fully satisfied with the tenth revision of a film for his regular Sunday night television show. Perfectionist Benny was back in the same studio a week later, however, with still another idea of how to cut the film to make the show better.





LEAVING FOR HIS OFFICE, BENNY DRIVES AWAY FROM HIS 11-ROOM HOME

Home life of a fiddler funny only for money

Living splendidly in his Beverly Hills, Calif. home, the country's best-paid comedian wishes he were the world's best concert violinist. Benny's scrapping rendition of *Love in Bloom* has long been a profitable part of his comic repertory. But he is actually a highly competent amateur fiddler whose performances at benefit concerts (p. 107) are musically quite respectable. At home, the violin is a source of solace and enjoyment to him. It is his grandson, the close friendship of George Burns and Grace, the companionship of his wife, Mary Livingstone. At home she sees only the sober side of her husband. "I feel I'm married to an attorney," she says. Benny gives an explanation: "I'm only funny when I get paid for it."

GREETING HIS GRANDSON, 2½-year-old Michael, Benny interrupts a living room rehearsal with Audrey Meadows. Michael has a six-month-old sister



DAILY VIOLIN PRACTICE is a fixed part of Benny's life. Here he gets in a half hour of fiddling at home on his \$20,000 Stradivarius. As a boy, Benny



PLAYING FOR MARY. Jack bows through a cadenza he mastered and gets his wife's laughing approval. He does most of his practicing while she sleeps.



was a promising violinist and studied at the Chicago Conservatory of Music. He started his vaudeville career by being a violinist who made a few jokes between

numbers, gradually turned into a comic who played the violin a little between jokes. He numbers the most famous U.S. violin virtuosos among his friends.



DOWNCAST AT DINNER with the Burnses and son Ronnie (right) Benny's joined their toast on

being gloomy about poorly dubbed sound on Burns and Allen show they watched on TV before dinner



PILL SUPPLY, a large one this Benny's night table as he phones writer joke he made up in bed



A FINE AUDIENCE FOR A JOKE, BENNY IS SET OFF AT A SCRIPT CONFERENCE WHEN WRITER PROPOSES SKETCH CALLED "I WAS A TEEN-AGE OLD MAN." BENNY



WITH OLDEST FRIEND, Clothier Julius Snykin, Jack confuses about their Waukegan youth

Snykin came to spend night at hotel in Chicago, where Benny went to be soloist at a benefit concert.

BROKEN UP BY BURNS (below), Benny Lawl's helplessly with William Gaetz, Mrs. Danny Kaye.





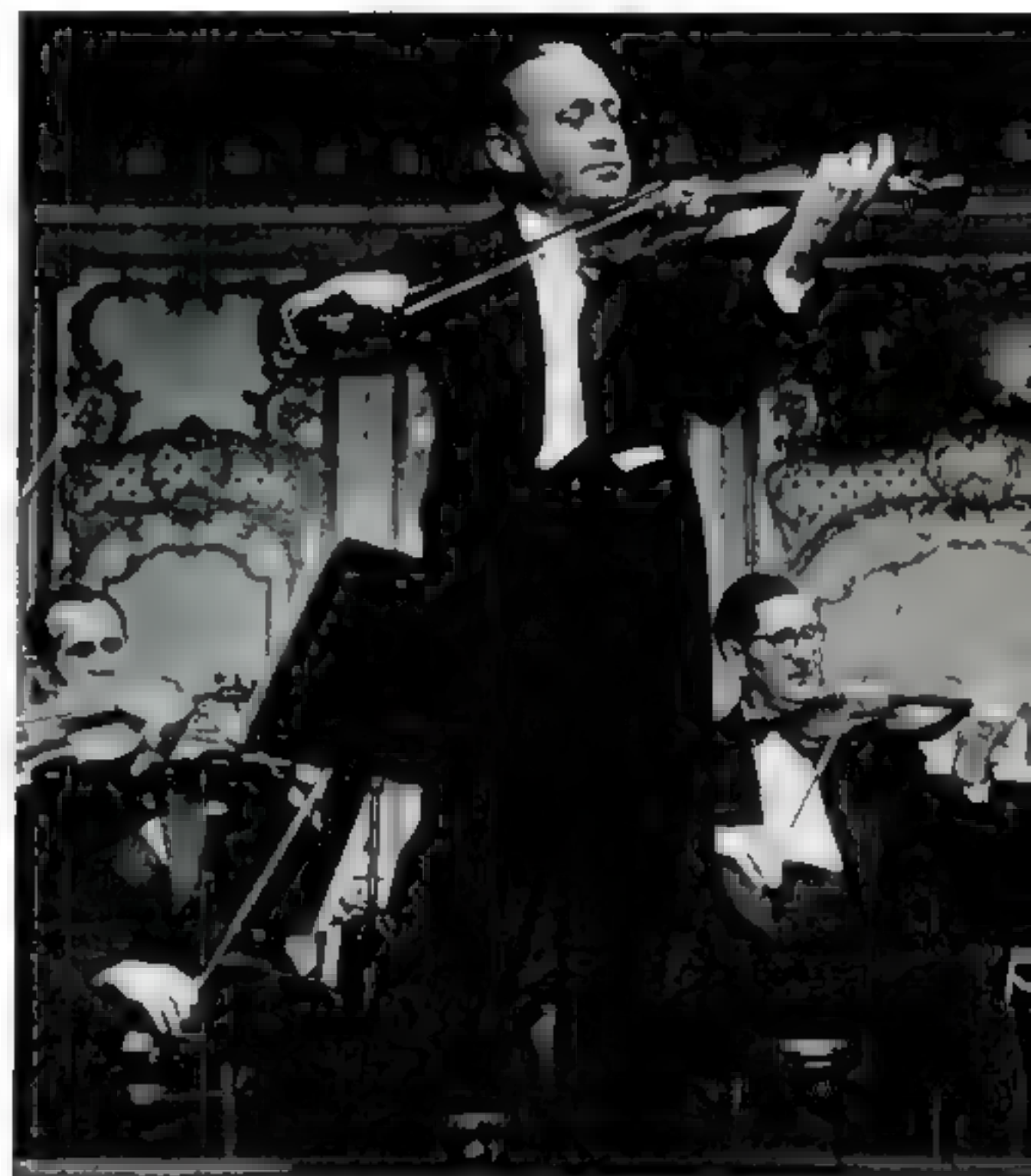
LAUGHED FOR TWO MINUTES, THEN DECIDED IT WAS TOO WILD A CAG TO USE IN SHOW

BENNY CONTINUED

Old memories, other men's jokes, a serious solo



BROKEN UP BY JESSEL at a Friars Club stag for singer Dean Martin. Benny delights in the toastmaster's ribaldry "I always go on last at these things."



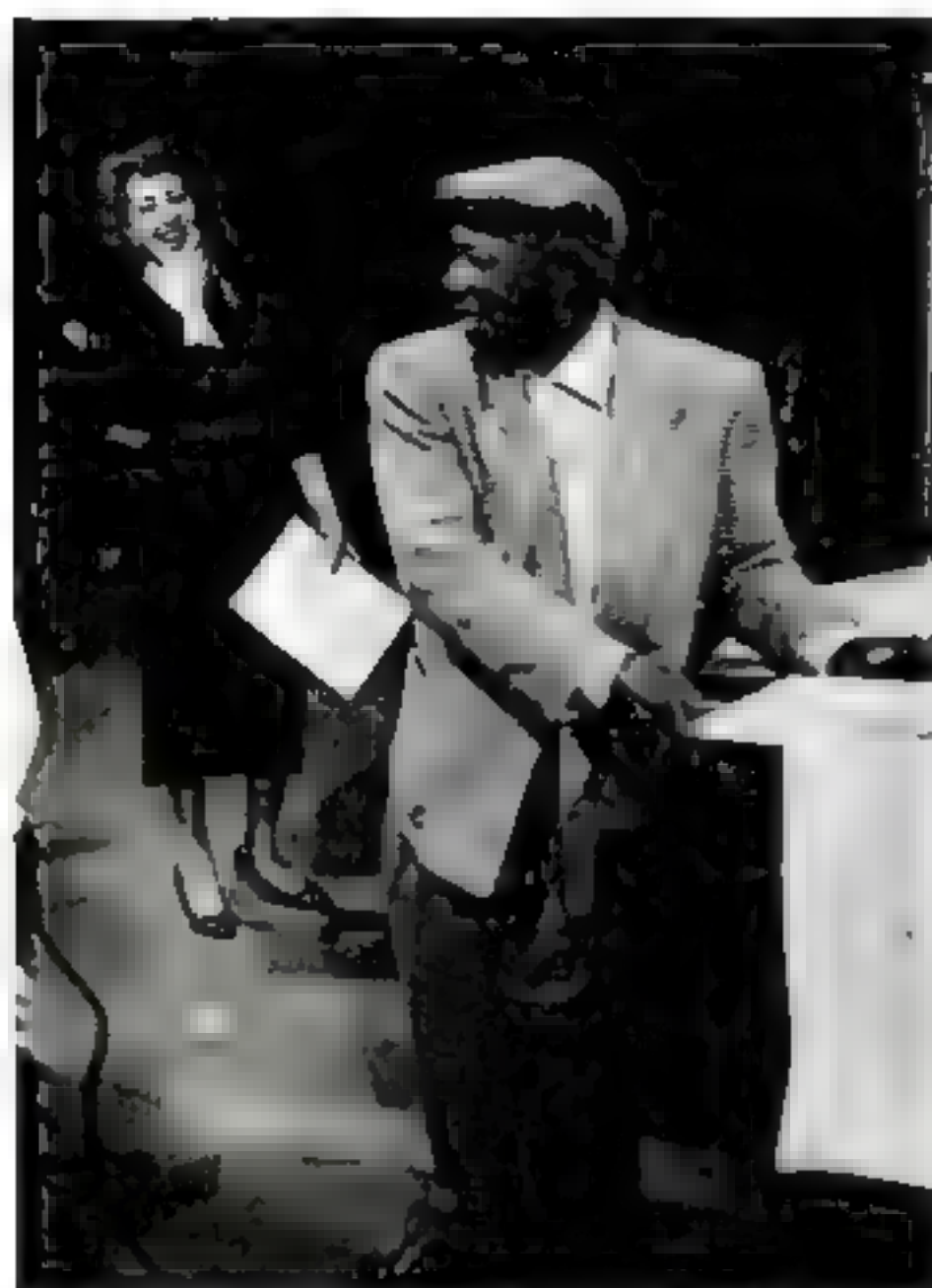
PERFORMING AT CONCERT for City of Hope benefit concert with Chicago Symphony Orchestra, Benny plays Mendelssohn violin concerto. After the performance comedian lamented, "I looked like Heifetz out there. I wish I could play like him."

Benny said. "It's supposed to be a great honor but by the time they get to me all the best gags are used up. I hate stags anyhow because I love women."



CONTINUED

Sad event before a party and a lonely jokester



SAD NEWS FOR BENNY came at TV birthday rehearsal. Eddie Anderson, who played Rochester for 21 years, was clowning (left) with Mary Livingstone,

then suffered a mild heart attack and was taken to hospital (center). Benny, obviously worried about his old friend, went on rehearsing (right) with Jo Stafford.

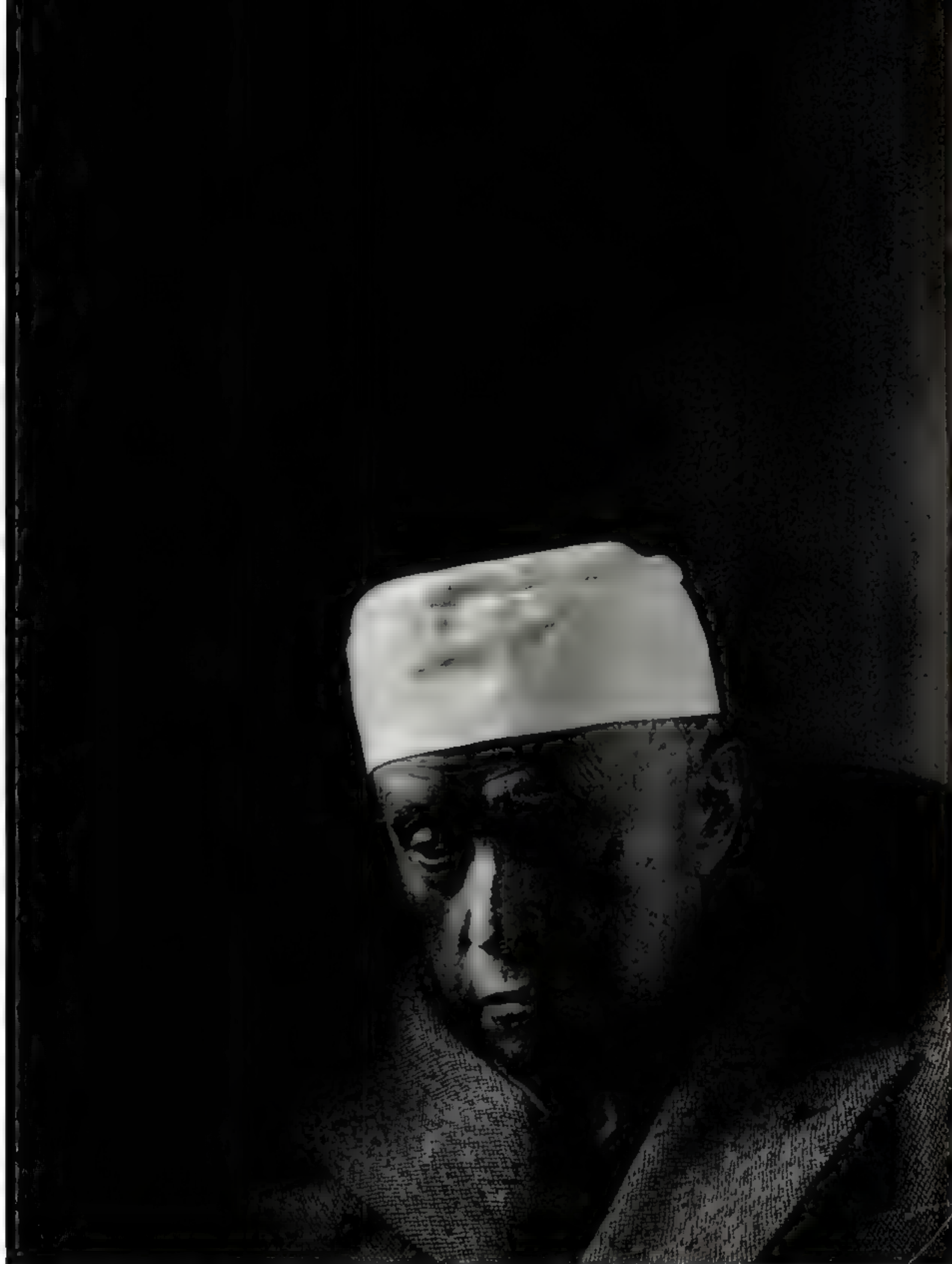


OLD BENNY GANG gathers to sing *Happy Birthday* to him while he eyes 40-candle cake on CBS-TV *Shower of Stars* birthday show. Tenor Dennis Day is at far left. Behind the cake is mayor of Waukegan, Robert Sabonjian. To right of

mayor, beyond Van Johnson, is Paul Douglas, one of first Benny radio announcers. Mary Livingstone and band leader Phil Harris stand next to Benny. At rear (second from right) is Don Wilson, who has been with comedian for 25 years.



A LAST PORTRAIT of Rouault, who wears customary surgeon's cap, was taken last spring by Arnold Newman in artist's home in Paris. Too ill to stand up, he had stopped painting because he would not paint while sitting.



THE LAST GLOW OF ROUAULT

Glowing like windows in a cathedral, the paintings of Georges Rouault have shed their bold and somber beauty across the world for nearly half a century. Last week their creator died in Paris. He was 86 and in his long, productive life he had become one of the truly great modern artists.

Rouault's smoldering portraits of saints, sad-eyed clowns, cruel-looking judges, acrobats and the suffering figure of Christ mirrored the artist's own devoutly religious nature. He used the gemlike colors, veined with leaded black lines, that he saw as a boy when he worked in a stained-glass factory. At 20 he went to art school, in the same class with Matisse. There he fell under the influence of a deeply pious art teacher and later became converted to Catholicism.

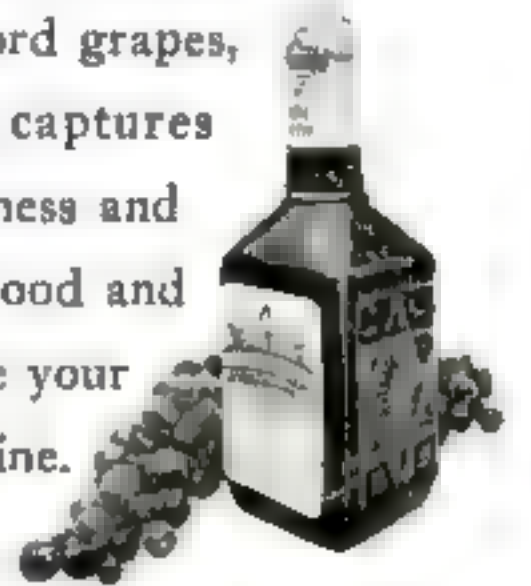
Rouault was both prolific and finicky in his work. Sometimes he took 25 years to finish a painting. Once he burned 315 canvases—valued at half a million dollars—because they did not suit him. Though he slowly grew wealthy (his paintings sell for around \$25,000), he always lived in humble obscurity with his wife and four children. A lover of solitude, Rouault refused to let anybody watch him paint. He delegated his daughter to buy his art supplies because he did not want any paint dealer to know his address. In his last years, though he still remained loyal to his early themes, his colors brightened. The deep blues and claret reds gave way to a profusion of yellows and greens. After spending his life painting "twilights," he said, "I ought to have the right now to paint dawn."

EVERYBODY'S WINE...
BECAUSE IT
TASTES SO GOOD



Nothing more delicious — nothing more *natural* — ever went into a bottle. That's why Manischewitz, long the time-honored wine for special occasions, is also the perfect wine to serve for *everyday* enjoyment. Today, it's *everybody's* wine. Made from sweet, ripe, luscious Concord grapes, Manischewitz captures all their goodness and

delicious flavor. It's a wine that belongs with good food and good fun. It's at home with love and laughter. Grace your table, honor your guests, with joyful Manischewitz Wine. Look for it today in the famous foursquare bottle.



everybody's wine — because it tastes so good

MANISCHEWITZ

("Man, oh Mani-shev-its")

SPECIALLY SWEETENED CONCORD GRAPE WINE; MEDIUM DRY CONCORD WINE; AMERICAN BURGUNDY & SAUTERNE; 100% PURE AND SPECIALLY SWEETENED BLACKBERRY, CHERRY & LOGANBERRY WINES AND AMERICAN MALAGA. MANISCHEWITZ WINE COMPANY, NEW YORK.



Rolls Royce is known the world over as an automotive masterpiece.
Like 35 other great makes of cars, Rolls Royce uses Champions.

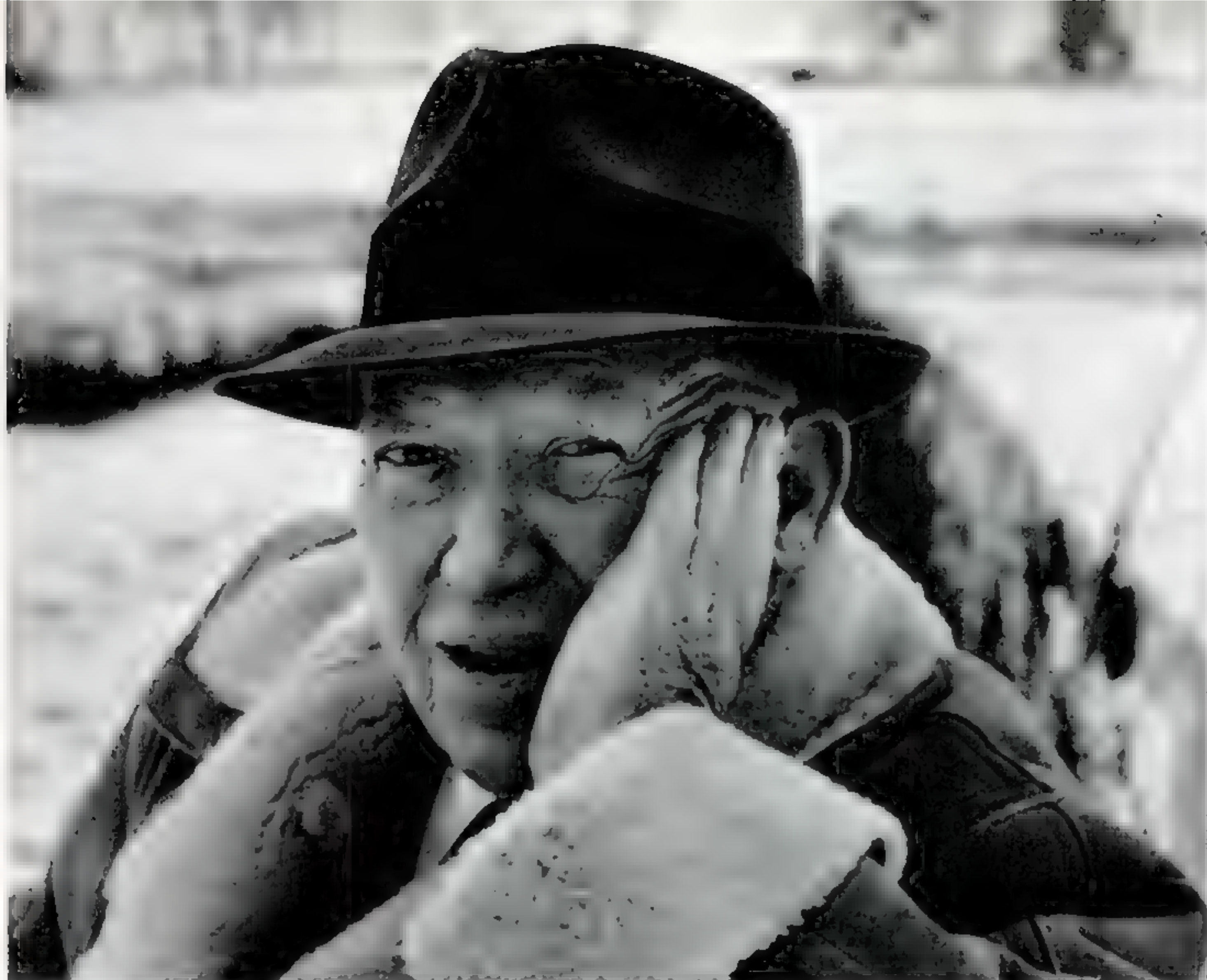
Q. Why do over twice as many car makers—including Rolls Royce—specify Champion spark plugs?

A. Champions give full-firing power.
Put new Champions in your car every
10,000 miles. You'll get an *immediate* boost
in horsepower...and save gasoline, too!



World's favorite spark plug on land, on sea, and in the air

CHAMPION



ON A WINTERTIME TOUR OF HIS MARYLAND FARM LARRY MacPHAIL PAUSES TO GET OFF A FEW BARBED REMARKS ABOUT TODAY'S BIG LEAGUE MANAGEMENT

A PULMOTOR FOR BASEBALL

To cure alarming drop in attendance, says a famous figure, club owners must shake their apathy, curb TV, night ball—and form four big leagues

by LARRY MacPHAIL

Larry MacPhail was for years one of baseball's most controversial—and successful—figures. An imaginative innovator, he introduced both night ball and televised games. Each of the three major league clubs he operated—the Cincinnati Reds (1933–37), Brooklyn Dodgers (1938–42) and New York Yankees (1945–47)—enjoyed rising attendance under his leadership. Both Brooklyn and New York won pennants during his regimes. He is now a successful breeder of thoroughbred race horses in Maryland

BASEBALL is in real trouble. I regret to say that it is no longer the national pastime. As a fan—I haven't been active in baseball since 1948—this profoundly disturbs me. But the evidence is overwhelming.

In the past 10 years, when other professional sports have been booming, interest in baseball has been declining. Pro basketball and pro football attendance are both way up, but only half as many people went out to ball parks last year as did in 1948. Nearly a third of the major league clubs have been forced to pull up stakes and seek greener pastures in other cities. More than half of the minor leagues have collapsed, and the frantic struggle to survive on the part of those that are left is pathetic. The minors, from all I can see, are doomed.

The fans, whose dollars have kept the game going for 89 years, are disheartened. Even the kids of the country, who are the fans of tomorrow, are deserting baseball for other sports. A recent survey of 175,000 youngsters in more than 3,000 boys' clubs throughout the country revealed that baseball was far down the list as a preferred sport, coming

in fifth far behind basketball and football. On the basis of these facts baseball needs a complete overhauling.

Baseball has faced three great crises in its history. The first came in 1919 with the unhappy events of that year's World Series. Baseball met this crisis by bringing in Judge Kenesaw Mountain Landis as commissioner. He restored public confidence in the game's integrity and it hasn't been questioned since. The second crisis came in 1946. The legality of the "reserve clause," the system of player contracts on which all baseball rests, was challenged in the courts. Morale sank dangerously, resulting in sit-down strikes, canceled games and wholesale desertions to the Mexican League. Baseball met this crisis by naming a four-man committee whose recommendations led to the player pension system and other reforms. Baseball's third great crisis is here right now.

Baseball was scared in 1919. It was scared in 1946. But it is not scared today. In fact, baseball's complacency is astonishing. I've heard it said a hundred times, and it's probably true, that if Judge Landis were alive and commissioner of baseball today he would be raising hell. The judge had a talent for that. Back in 1941 he was told that a man in control of the Boston Club in the National League planned to build a dog track around the playing field, install pari mutuel betting and put on races when the Braves were out of town. Judge Landis bounced off the ceiling a couple of times and roared, "Get rid of that fellow!"

I was operating the Brooklyn ball club at that time, and the National League sent me out to Chicago to find out how Landis expected to do

CONTINUED

This is all I need
to know about
engines!

Pennzoil is all this pro knows
about keeping his car's engine out
of the rough. It's enough.

Pennzoil has a permanently active
ingredient (called Z-7) that
actually ends pre-ignition knock,
stops loss of horsepower, and
improves gas mileage.

Also available as a multiple-viscosity
(10W-30) oil, finest yet developed.
Ask your dealer for Pennzoil.



Find Your
Nearest Dealer
in the
Yellow Pages

MEMBER PENN. GRADE OIL ASSN., PENN. NO. 2 OIL CO., PA.

AT DEALERS WHO O&F8 FOR YOUR CAR IN EVERY STATE. AND IN CANADA AT 6 DEALERS



WITH JUDGE LANDIS (left) MacPhail in 1932 dedicated new ball park for Columbus, Ohio Red Birds of which he was then president. If Landis were alive today, says MacPhail, he would bring reforms baseball needs.

MACPHAIL ON BASEBALL CONTINUED

this. He told me, "Go back there and tell him I don't give a damn how he gets out—that's up to him—but let him understand that he'd better get out in a hurry if he doesn't want to be thrown out." I asked him what he would do if and when the fellow told him to go jump in Lake Michigan. The judge replied, "I'll go up to Boston and I'll rent Faneuil Hall and I'll run him out of town."

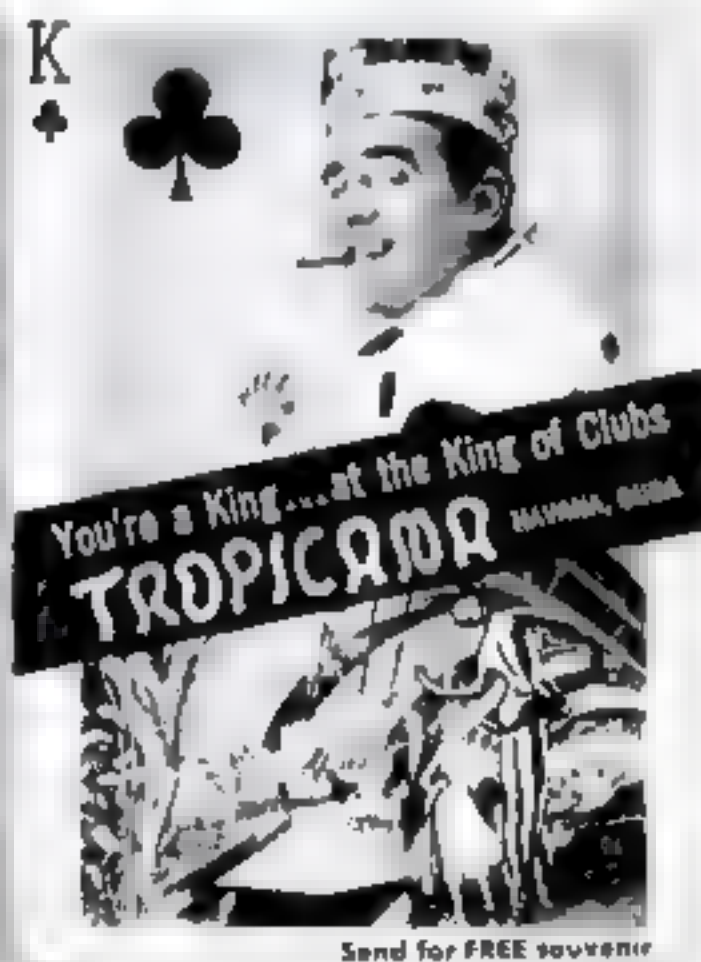
If Judge Landis had been present at the recent joint meeting of the 16 major league club owners I feel sure he would have blasted them out of their complacency and shown them how the parade had passed them by. If necessary he would have locked them in a room and kept them there until they agreed on some way to meet the emergency, collectively and intelligently.

The judge often assumed authority he did not possess. He was arbitrary at times, even ruthless, but he got the job done. There are not many people, of course, like Judge Landis. The present commissioner, Ford Frick, has repeatedly insisted that the entire setup of professional baseball, both major and minor, needs to be "completely revamped" to meet changing conditions. He recently summoned the club owners to a special meeting in New York to consider this problem. They stuck their fingers in their ears and did nothing. There isn't anything Mr. Frick can do about it. He cannot assume authority he does not possess because now the club owners won't stand for it. He can counsel and advise but he cannot command.

In fairness to baseball it must be said that baseball did not create the problems it must now solve. The country has grown. Population has shifted to the south and west and it has spread out of the cities into the suburbs. Ball parks are for the most part now located in congested areas and slum districts which women and teen-agers will not and should not frequent at night. Immense parking areas are now a necessity but they are almost impossible to provide at most parks. The cost of constructing modern ball parks has increased tremendously from about \$25 a seat 25 years ago to more than \$150 a seat today. No baseball organization can hope to build a new stadium without the assurance of municipal aid.

When I returned to baseball after World War II I felt certain we were entering another great era of expansion. I thought we would catch up and keep pace with the growth of the country. I was sure crowds at major sports events would eventually equal or surpass the hundred thousand and more that regularly witness sporting events in Europe and South America. I was confident that modern stadiums would be constructed with municipal aid in large metropolitan areas with enough seats and parking facilities to accommodate 250,000 spectators. These things have not come to pass.

On the contrary, attendance at professional baseball games has dropped from 62 million in the peak year of 1949 to a little more than 32 million last year. The biggest part of the drop was in the minor leagues. But the trend in the majors, if broken down by clubs, is just as alarming. Yankee attendance has dropped from 2,373,000 10 years ago to 1,476,000 last year in spite of the fact that in that period the Yankees won eight pennants and six World Series. Over the same period Cleveland attendance fell off 72%, Washington



Send for FREE souvenir

party time
lingerie

pink lady
undies

SONJAY MILLS, I
N.Y. 12

Corns Lift Right Out!

SUPER-FAST RELIEF

Never before
anything like it!

Dr. Scholl's Zino-pads not only give
fast, nerve-deep re-
lief—ease new or tight
shoes—but also remove corns one of the quick-
est ways in existence.

Dr. Scholl's Zino-pads

STOP! Don't risk tonight's meal in
a smoky, smelly oven!

Oven cleaning is a
cinch with **EASY-OFF**

• No Steel Wool • No Ammonia • No Scraping with Razor Blades
JUST SPREAD... LET SET... WIPE OFF!
Ovens sparkle... even baked-on grease wipes away!
Use Easy-Off on burners, racks, grills, sidewalls...
8 oz. jar 69¢... 16 oz. jar 98¢... free brush attached!

LET **EASY-OFF** DO THE WORK!





This is what we work for at Parke-Davis

... the better health and longer life that come with better medicines

Do you realize that prevention of disease by immunization is a *family* affair?

Your childhood immunizations . . . or even those you may have received during military service . . . cannot be relied upon to protect you for the rest of your life.

Take, for example, *diphtheria* and *tetanus*—serious diseases sometimes very difficult to treat. As proved by recent outbreaks, diphtheria (which most people thought was completely under control) is still a potential threat. And as for tetanus, it's simply good sense for adults, as well as children, to be protected against lockjaw that can result from common accidents.

And then there are *polio* and *influenza*. Remem-

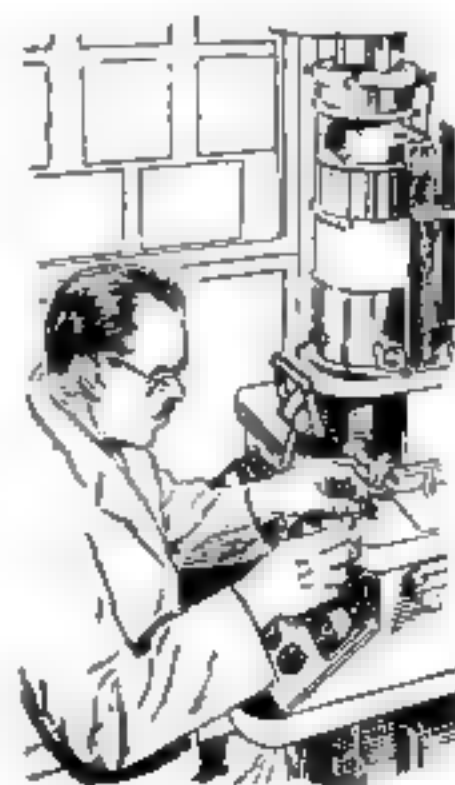
ber that polio is by no means limited to children. It often strikes adults, frequently in severe form. As for influenza, recent epidemics have underscored the need for immunization. Remember, too, that a childhood smallpox vaccination cannot be relied upon to give permanent protection.

So, we urge you to be on the safe side. **Immunization is a family affair**—important not only to today's children, but to their fathers and mothers as well.

Copyright 1953—Parke, Davis & Company, Detroit 22, Michigan

PARKE-DAVIS

... PIONEERS IN BETTER MEDICINES SINCE 1866



Outstanding Parke-Davis products for immunization today include polio, adenovirus, and influenza vaccines. We have been making diphtheria anti-toxin since 1894; smallpox vaccine since 1898; bacterial vaccines since 1904; and a combined diphtheria-tetanus-pertussis immunizing agent since 1947.

this is
the
Spring
look
for
girls



Blouses as fresh as a scrubbed-shiny face...but each with its own young personality... sizes 7 to 14, 2.98

Ship'n Shore

girls' blouses

Heal
CHAPPED HANDS
FAST!



WITH
GE-33
SUPER
HEALING
AGENT

ACTS TWICE AS FAST
as thick, greasy lotions!

Starts healing action instantly... contains GE-33 New Medical Moisturizing Agent that penetrates deep down into thirsty pores... starts combating dryness immediately! Doesn't just smear the surface like thick, greasy lotions! Get soft hands fast... use clear, fast-working Chamberlain's "Golden Touch" for just 24 hours... soft hands fast or your money back!

CHAMBERLAIN'S
Golden Touch
HAND LOTION

Chamberlain Distributors, Des Moines, Iowa

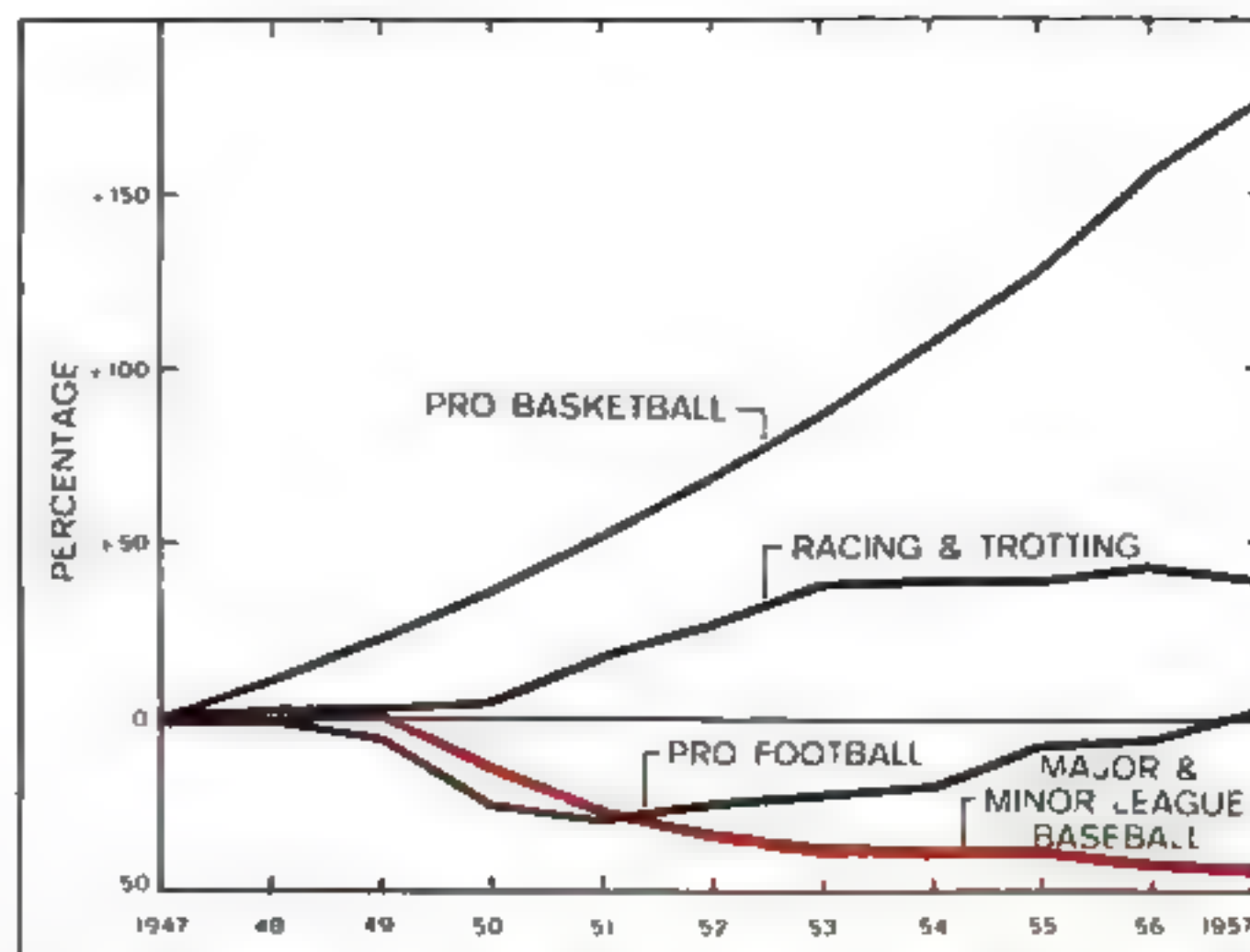
Odor-Aid
BOWL CLEAN PELLETS
GUARANTEED TO END
WEEKLY TOILET BOWL
SCRUBBING FOREVER—
Satisfaction or money
back!
Also Bathroom
Deodorant
Blocks
5 Week Supply 49¢

TATE'S
BULL DOG
HOUSEHOLD HARDWARE
MFRD. BY E. H. TATE CO. • BOSTON
AT LEADING CHAIN AND HARDWARE STORES

FOSTER
FINE MEN'S JEWELRY
FOSTER Matic WATCHBANDS

HEART burn?
GET TOTAL RELIEF FROM EXCESS
STOMACH ACIDS IN 4 SECONDS!
FOR ACID INDIGESTION
TUMS
FOR UPSET STOMACH

HEART burn?
GET TOTAL RELIEF FROM EXCESS
STOMACH ACIDS IN 4 SECONDS!
FOR ACID INDIGESTION
TUMS
FOR UPSET STOMACH
PUTS ALL THE FIZZ WHERE THE TROUBLE IS!



ATTENDANCE GAINS AND LOSSES for professional sports are shown by percentage. Professional football attendance fell in 1950, after the All-America Conference folded. But the National Football League has gained steadily, drawing 1.5 million more in 1957 than in 1949. Baseball's decline is due partly to dwindling major league gate but even more to the collapse of minor leagues. Basketball figures are those of the National Basketball Association. Actual attendance figures for 1957 are: basketball, 1,750,000; racing and trotting, 41,833,000; football, 2,830,000; baseball, 32,510,000.

MACPHAIL ON BASEBALL CONTINUED

43%, Detroit 27% and Boston 24%. The Philadelphia and St. Louis American League clubs had to move when their attendances dropped below minor league levels. The story in the National League was essentially the same.

I don't presume to know all the reasons why baseball has been pushed out of first place as a spectator sport. But I know some of them. One important reason is obsolete ball parks. At a recent dinner in New York I stuck my neck out and said that all but three of the 16 major league parks are antiquated. At a press interview the next day Warren Giles, president of the National League, charged me with being a sensationalist without recent experience, someone whose only contribution to baseball consisted of painting the seats at Cincinnati, Brooklyn and New York red or yellow instead of green.

Mr. Giles is an estimable gentleman—amiable, easygoing and optimistic. That is one reason why he is president of the National League. But somebody ought to tell him about the facts of life. Most of Mr. Giles's ball parks are as obsolete as the streetcars that carried the fans out to the games in the good old days when mustaches were worn by National League players.

Yankee Stadium is the best ball park in the country. But a fan from Westchester, Long Island or New Jersey—after spending an hour getting there—has to put in an infuriating half hour finding a place to park. So he says "What's the use?" and goes to the night trots. There they make it easier for him to park, and he loses his bucks in comfort. Or maybe he just stays home and twists some dials and looks at an animated picture of a ball game. Along comes his wife. She wants to look at *I Love Lucy*. So he gives up in disgust, takes the dog for a walk and goes to bed.

I was amused at first when the Dodgers and the Giants asked permission to move out of the largest city in the U.S. I thought that Walter O'Malley, boss of the Dodgers, was dramatizing for New York's Mayor Wagner the fact that he could not continue in an obsolete ball park. It is an obsolete ball park (Ebbets Field was obsolete when I was operating there 16 years ago), but I turned out to be wrong about Mr. O'Malley's motives. He had no intention of staying in Brooklyn. He had decided that the rest of baseball was asleep and that he might as well reap the golden harvest on the West Coast.

He couldn't go it alone. He needed a sidekick so there would be two teams on the Coast. He didn't even have to go out of town to find one. Horace Stoneham, boss of the Dodgers' traditional rivals, the New York Giants, also had an obsolete ball park and Mr. Stoneham was a pushover. And so they moved. They might have shown better taste, of course, if they had not taken the names Giants and Dodgers along with them. Traditionally these names belong to New York and Brooklyn. The late John McGraw would sit up in his grave if anybody talked too loudly about the San Francisco Giants.

This doesn't mean that the Pacific coast shouldn't have major

CONTINUED



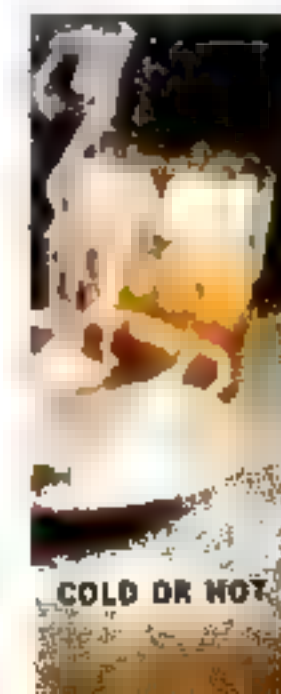
"BULLSHOT"—THE VODKA DRINK WITH BEEF IN IT You can't miss with the "Bullshot."

Simply pour good beef bouillon over ice, add a shot of Smirnoff Vodka, and garnish with a twist of lemon. Or, serve it steaming hot in a cup. It's a drink of substance. A drink with *beef* in it. Just one thing—when you order a "Bullshot," be sure it's made with smooth, flawless Smirnoff, standard vodka of the world since 1818. Remember . . . you *drink* it.

the vodka of vodkas

Smirnoff
THE GREATEST NAME IN **VODKA**

80 AND 100 PROOF. DISTILLED FROM GRAIN. STE. PIERRE SMIRNOFF FLS. (DIVISION OF HEUBLEIN), HARTFORD, CONNECTICUT





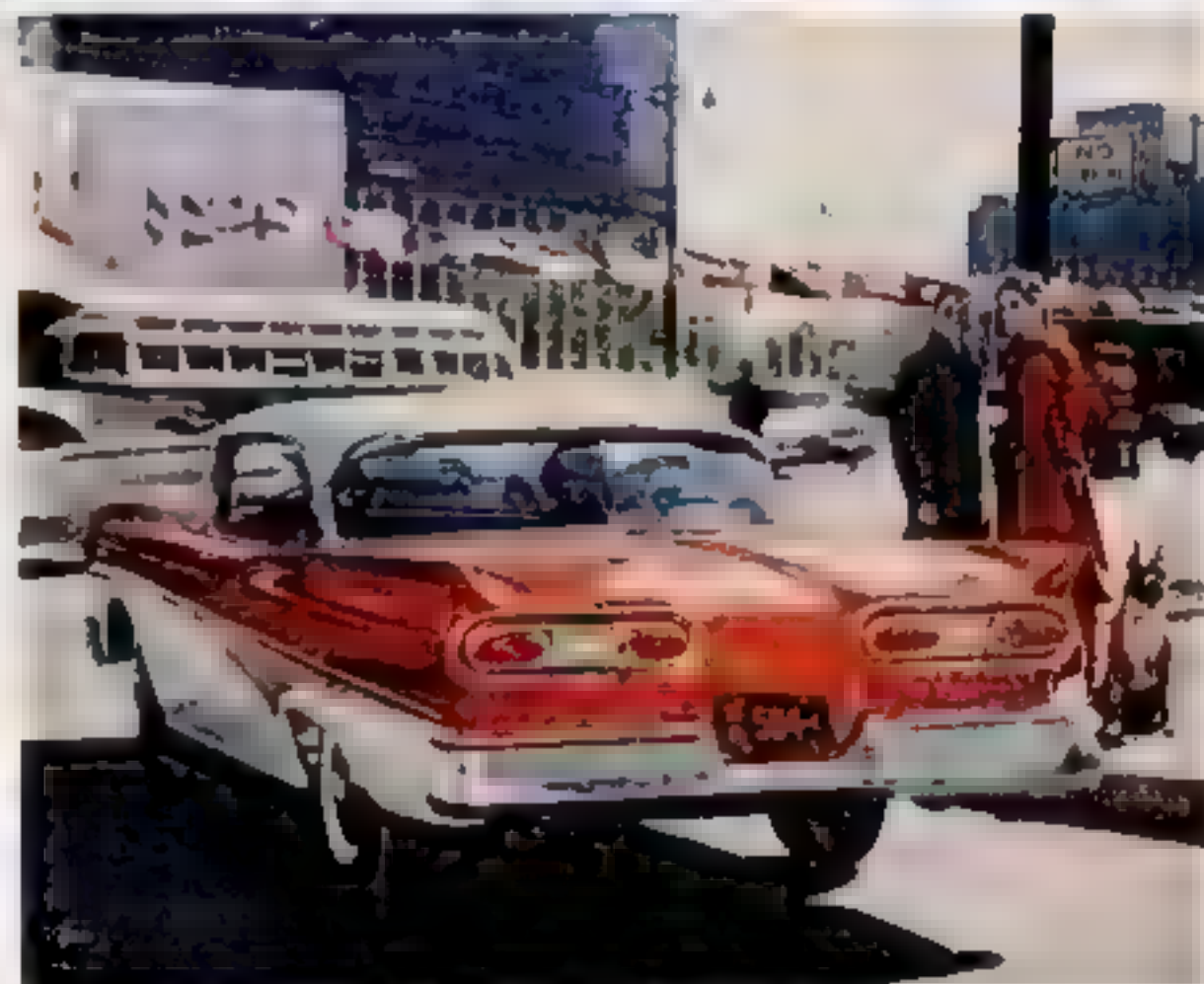
ROME. The high style of Fontana's latest creations is a beautiful complement to the superb new fashion set by the 1958 Ford

Around the World in a BRAND-NEW FASHION

Style leadership was only one of the triumphs of the 1958 Ford on its historic journey around the world

Desert sands and "straight-up" mountain roads proved the power of Ford's new Interceptor V-8 with Precision Fuel Induction. New Cruise-O-Matic Drive made fun of Paris traffic . . . sailed through sucking jungle mud. New Magic-Circle steering took the twist out of hairpin turns in the Alps and the Himalayas. For thousands upon thousands of miles, Ford's new front and rear suspension absorbed a ferocious pounding without a complaint . . . carried the drivers through in royal comfort.

This is the new kind of fashion . . . classic beauty and superior value brought together in one big prize package. And this fine car can be all yours at a very low Ford price



UNITED NATIONS in New York. At home, as abroad, the new Ford is the greatest eye-catcher on the road. And its new power, ease of handling and comfort, proved around the world, make it today's greatest car value leader. Ask for an Action Test at your Ford Dealer's.

Proved and approved around the world

58 FORD

nothing newer in the world



TRYING TO KEEP DODGERS in New York, Mayor Wagner listens as Dodgers' O'Malley (right) explains stadium (model at right) he proposed to build with city help. But they could not agree on terms and Dodgers moved.

MACPHAIL ON BASEBALL CONTINUED

league baseball. They should have had it years ago. I predict right now that if Mr. O'Malley sticks to his plan of not televising home games, the Los Angeles Dodgers will draw three million people this year and set the all-time record for major league attendance. When and if they get a modern stadium with adequate parking instead of the Coliseum, they can probably draw four million.

In spite of all this I think that the club owners made a great mistake in giving the Giants and Dodgers permission to move. The transfers have made the National League the "Western League" with only one club east of the Appalachians where it used to have four clubs and where a third of all the people in the country live. The American League, with its franchise shifts, has wound up as the "Eastern League" with only one club west of the Mississippi. The fan is troubled by this game of musical chairs. He can't be certain when he wakes up of a morning that his town still has a ball club. The New York fans won't really realize what has happened until some fine day in June when they want to go out to Ebbets Field or the Polo Grounds.

Bad ball parks have been with us for some time. But the other big factor in slumping attendance—television—is a comparative newcomer. Radio broadcasts did a lot to promote attendance in the period when baseball had its greatest growth. But as far as attendance at professional sports is concerned, there's as much difference between broadcasts and telecasts as there is between a grass snake and a rattlesnake. I know because I gave the permission for the first telecast of a major league ball game. It was in 1939 at Ebbets Field. Later NBC and the Brooklyn ball club staged a much improved telecast of a baseball game on a large screen.

That demonstration was given before a special audience in a New York theater. Red Barber did the announcing and while the technique of the telecast was experimental, I was flabbergasted by the results—and a little worried. Shortly thereafter I said to Phil Wrigley, president of the Chicago Cubs, "Your club may someday be playing in private at Wrigley Field while fans in Ottumwa, Iowa and Kalamazoo, Michigan are paying 50¢ to watch it in a theater." I'm sure Mr. Wrigley thought I had lost my mind.

Manufacturers of beer, cigars and razor blades have discovered that telecasts of major league baseball games sell their products and that they can afford to pay up to \$1 million a year to one club for TV rights. The revenue from TV is the anesthetic which has put the club owners to sleep and made them complacent about the loss of attendance. They are making a mistake. The way things are going, we will soon have studio baseball. Instead of being a sport, baseball will be in the entertainment business in competition with movies, giveaway shows, wrestling and theatricals—and baseball will be putting on the poorest show. You can't ballyhoo a funeral. At that point baseball will have lost its gate as well as the extra something that a large and enthusiastic crowd lends to any sports event. It will have lost the flavor of hot dogs and beer, sitting in the bleachers in the sun, umpire-baiting, all the familiar, colorful atmosphere we think of whenever we think of oldtime baseball. The game will be at the mercy of a fickle, push-button audience. When this happens baseball will be through.

Unlimited night baseball is another crutch club owners are using to shore up a declining gate. Day baseball is disappearing, and

CONTINUED

Wornout by
midday?
It may be

TIRED BLOOD*



Take
fast-acting **GERITOL**



Feel Stronger Fast

WITHIN 7 DAYS—OR MONEY BACK!

If you've been feeling weak and tired lately, remember the real cause of your tired feeling may be iron deficiency anemia. We call it, Tired Blood. To feel stronger fast, take GERITOL, the high potency tonic that begins to strengthen Tired Blood in just 24 hours. In only one day, GERITOL iron is in your bloodstream carrying strength and energy to every part of your body. And after a cold, flu or sore throat, if you feel weak and worn-out because of Tired Blood, GERITOL can help you regain your strength faster. Check with your doctor. If Tired Blood is your problem, take GERITOL, liquid or tablets, every day. You'll feel stronger fast—within 7 days—or your money back!

*Due to iron deficiency anemia



SAVE \$1.00
Buy the Economy Size

100% SAFE SLEEP*

You can sleep soundly
tonight... safely! Try SOMINEX,
the new sleeping aid.

If you sometimes can't sleep because of simple nervousness due to over-work or restlessness... try SOMINEX, the new aid to sleep that, taken as directed, helps you sleep soundly with 100% safety. SOMINEX contains no narcotics, no barbiturates, no bromides. And it's non-habit forming. SOMINEX's special combination of ingredients helps calm down jittery nerves, helps you feel more relaxed. In the morning you wake up refreshed without "morning-after" grogginess. No prescription needed. Money back guarantee.

*Taken as directed

Sominex



NEW LAXATIVE ADVANCE

Fast Constipation Relief*

Plus More Comfortable Action!

When you suffer from temporary constipation... try this new laxative advance that gives you really fast relief. It's new SERUTAN PLUS, in capsule form. The big plus in SERUTAN PLUS is the new soothing, softening medication it contains which gives you more comfortable action than other laxatives. Next time you suffer from temporary constipation, take new SERUTAN PLUS as directed. You must get fast, overnight relief, PLUS more comfortable action or money back.

*Effective relief of temporary constipation

**SERUTAN
PLUS**



with it the knothole gangs and many more traditions which made baseball what it was before World War II. Again I feel I can speak about this because I had something to do with introducing night baseball into both the major and minor leagues. I also recognized its dangers and I have been on record since 1934 that baseball was always meant to be a daytime game.

Another reason for the decline of interest and attendance in baseball is the lack of equal competition. It has created a bad situation in the American League where clubs in small cities with limited drawing power, such as Kansas City, cannot hope to compete over the long pull with efficiently operated clubs in New York and Chicago.

Despite all this the attitude of most club owners is shown in a recent statement by one of them: "I am in favor of maintaining the status quo." The few that realize how serious the situation is, like Mr. O'Malley, are proceeding as individuals. It's every man for himself.

There is just one way, in my opinion, in which baseball can regain its former position as the national sport. First, the men who run it must get together and act together. They must recognize the fact that the world has moved ahead, that the habits and interests of the average American have changed. They must admit that the present system of major and minor league territorial rights which was set up in 1903 is now hopelessly outmoded. Baseball is sick. It can't get well by taking a couple of sugar-coated pills and maintaining any status quo. Baseball must take a deep breath and revise its whole operation.

With the minor leagues dead for all intents and purposes, major league baseball must be expanded to include all sections of the country. The South and Southwest are not now represented in either major league. The Pacific coast is not represented in the American League. The entire eastern seaboard has only one National League club. Canada, with two great metropolitan areas, has no major league baseball at all. What can be done about it?

The obvious solution is the creation of four instead of two major leagues. I proposed this when subpoenaed and questioned by a congressional committee in 1951. I feel certain that today the commissioner of baseball is in complete agreement with this proposal. Careful analysis proves that this is the step that should and must be taken.

There are more than enough large cities with adequate qualifications to fill out four major leagues. Here are some important things to consider: 1) there is no reason why, in this age of airplane travel, major league baseball should be limited to the continental U.S., especially when Montreal, Toronto, Havana and Mexico City are four of the world's best baseball towns; 2) there are eight cities in North America without major league teams but with larger area populations than three cities—Kansas City, Cincinnati and Milwaukee—that already have major league clubs; 3) Milwaukee, which has set a National League attendance record since getting major league ball, was, as a minor league town, consistently outdrawn by Montreal, Denver, Toronto and Seattle, which are still minor league cities; 4) there are at least 30 cities in North America whose metropolitan areas are large enough (populations of almost a million, or more) to support a major league club. At least 11 of them could support two major league teams if they had modern ball parks.

In any expansion of the major leagues the first logical step would be to authorize one additional club in New York, Los Angeles, Detroit and either San Francisco or Philadelphia. All of these have metropolitan populations of more than four million except San Francisco, which has almost three million. With the grant of additional one-club franchises in the Montreal, Toronto, Mexico City and Minneapolis-St. Paul areas, each league could be divided into two six-club leagues. The four leagues would shape up something like this:

NATIONAL LEAGUE (East)		AMERICAN LEAGUE (East)	
Metropolitan Area		Metropolitan Area	
	Population		Population
*New York	14,400,000	New York	14,400,000
Philadelphia	4,000,000	Detroit	3,600,000
*Detroit	3,600,000	Boston	2,400,000
Pittsburgh	2,300,000	Washington	2,000,000
*Montreal	1,600,000	Cleveland	1,700,000
*Toronto	1,400,000	Baltimore	1,500,000
NATIONAL LEAGUE (West)		AMERICAN LEAGUE (West)	
Chicago	6,200,000	Chicago	6,200,000
Los Angeles	5,900,000	*Los Angeles	5,900,000
San Francisco	2,700,000	*Mexico City	3,800,000
St. Louis	2,000,000	*San Francisco	2,700,000
Milwaukee	1,100,000	*Minneapolis-St. Paul	1,300,000
Cincinnati	1,100,000	Kansas City	1,000,000
*New franchises			

You'll be sittin' on top



Light into

Free up...freshen up your taste!

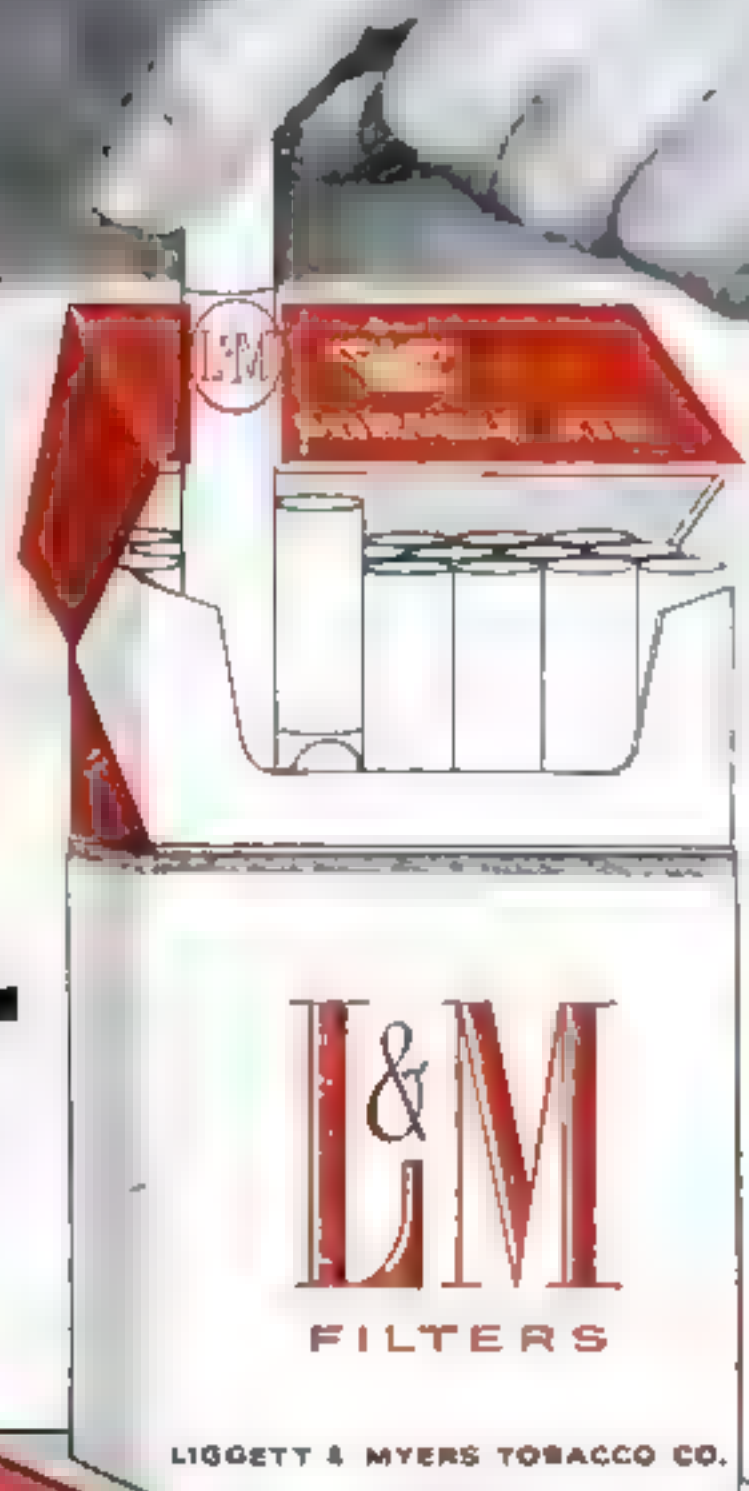
Put yourself behind the pleasure end of an L&M. That's when you live the most...get the full enjoyment you deserve in your cigarette. L&M gives you the *flavor*, the good rich taste of the Southland's finest cigarette tobaccos. Smokes cleaner...tastes best!

of the world when you change to modern **L&M**



Smokes cleaner

Tastes best



that

Live Modern flavor

*Only **L&M** gives you this filter fact—
the patent number on every pack . . .*

*your guarantee of a more effective filter on today's **L&M***

The patented Miracle Tip is pure white inside, pure white outside as a filter should be for cleaner, better smoking. So Live Modern—change to **L&M** today! ©LIGGETT & MYERS TOBACCO CO.

*A blend of premium quality cigarette
tobaccos including special aromatic types.
The Miracle Tip U.S. Pat. No. 2,895,677*

How and why **ANACIN**[®] gives more complete relief from **TENSE NERVOUS HEADACHES**

better than aspirin...
even with buffering action



BECAUSE ASPIRIN contains
only one pain reliever.....

ADD BUFFERING ACTION
and you still have only one.



Relieves
Pain



Calms
Nerves

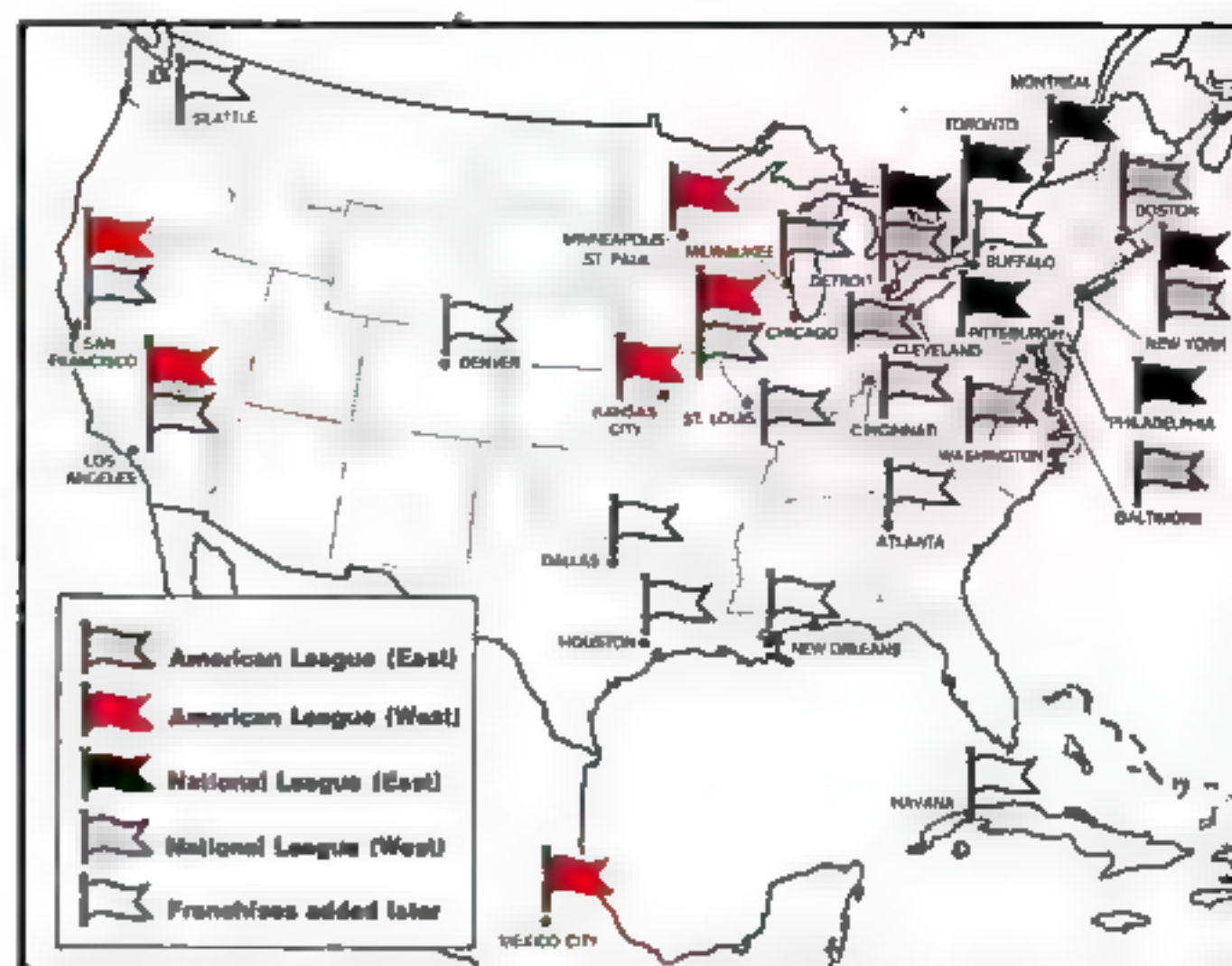


Fights
Depression

BUT ANACIN relieves pain, calms nerves, fights depression.
Leaves you more relaxed

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a *combination* of medically proven, active ingredients. Anacin (1) gives fast relief from pain of headache, neuritis, neuralgia. (2) Calms jittery nerves—*leaves you more relaxed*. (3) Fights depression. That's why Anacin gives you more effective and better total results in pain relief than you get from aspirin, even plus buffering action. And Anacin does *not* upset the stomach. Buy Anacin Tablets today.

**3 out of 4 doctors
recommend the ingredients
of ANACIN**



FOUR-LEAGUE ALIGNMENT suggested by MacPhail includes six teams in each league. Eventual expansion of the system into eight-team leagues could be done by granting franchises to cities with white flags above, all of which have area populations large enough to support big-league baseball.

MACPHAIL ON BASEBALL CONTINUED

The eventual expansion of the four six-club leagues into eight-club leagues would follow later. One way to do it would be to grant franchises to some of the following cities: Dallas-Fort Worth (1,374,000), Havana (1,236,000), Buffalo (1,229,000), Houston (1,136,000) and New Orleans, Atlanta, Seattle and Denver. The last four are all expected to have metropolitan populations of more than a million by 1965. With this setup every section of the country and, in addition, Canada, Cuba and Mexico would have major league baseball. Another solution would be simply to consider placing additional clubs in all U.S. cities of more than two million population.

Those who oppose expansion to four major leagues will tell you that: 1) there are only two cities in America—New York and Chicago—which can support two clubs; 2) it would lower the standard of play because there are not enough players of major league caliber to go around; 3) it would be impossible for new clubs to acquire players and that the old clubs would dominate the new, maintaining a stranglehold on available talent.

These arguments won't stand up. Let's look at them one by one. ► **Only two cities can support two clubs.** This is not true. Many large cities that can support one major league club can support two. The Athletics and Browns had to move out of Philadelphia and St. Louis not because the cities were too small for two teams but because the teams were inadequately financed, lacked competent operating personnel and because they couldn't have finished in the first division even in a good minor league. Three clubs operated successfully in New York for 55 years and could again if they all had modern parks in which to play.

Mr. O'Malley is a shrewd operator with imagination and great promotional ability. He is on record as being willing to allow an American League club to come into Los Angeles. "I'm all for it," he said. "I think uninterrupted baseball throughout the summer for a large city is a good thing." Mr. O'Malley also stated that he was heartily in favor of putting an additional club in New York and also in other areas such as Minneapolis-St. Paul.

► **There are not enough major league players to go around.** The player limit of a major league club today is 25 men. It used to be 21—and that's plenty. There are quite a few ballplayers in the minors who could play major league ball if given the chance. The available supply of extra talent needed might be substandard for a while, but the interest stimulated among kids in new major league areas would turn more youngsters toward playing the game and would eventually result in more major league prospects.

The supply of Negro talent, seriously curtailed when most of the Negro leagues folded after being raided for key personnel by the Brooklyn club under Branch Rickey, would be revived. In addition, each major league would be required to maintain subsidiary feeder clubs for the exclusive purpose of developing young talent. These new clubs would be operated on a nonprofit, communal basis like the recently organized Nebraska State League, whose operating losses are made up equally by the parent major league clubs at the end of the season.

CONTINUED



**Firestone
FOAMEX®**

SALE

Save \$40⁰⁰ **LIMITED TIME**

It took a mountain of foam latex mattress sets higher than Pikes Peak...to bring you this amazing

Mass Production Value!

**2-piece Serta-Ease* sleep set
with buoyant Firestone FOAMEX®**

Nearly 4,000 feet
higher than
Pikes Peak!

A \$139⁵⁰ VALUE

Now only \$99⁵⁰ **COMPLETE**
FULL OR
TWIN SIZE

You save \$40⁰⁰

Full depth foam cushions you in comfort
Scientifically designed box spring foundation

*Trademark

Made by the makers of
the Serta "Perfect Sleeper"
Smooth-Top Mattress

Compare...See how much more others have to charge for this quality

Serta and Firestone's mass production methods bring you the highest quality bedding material at a price way way down! All the way down to \$99.50, yet you can see and feel obvious quality in every detail.

Compare the Serta-Ease Foamex mattress. You'll find its full depth firmness really cushions you in buoyant comfort. Compare the foundation. It is scientifically designed to give

proper support to the Foamex mattress... which ordinary box springs cannot do. Look critically at Serta-Ease's close-woven covers and careful workmanship.

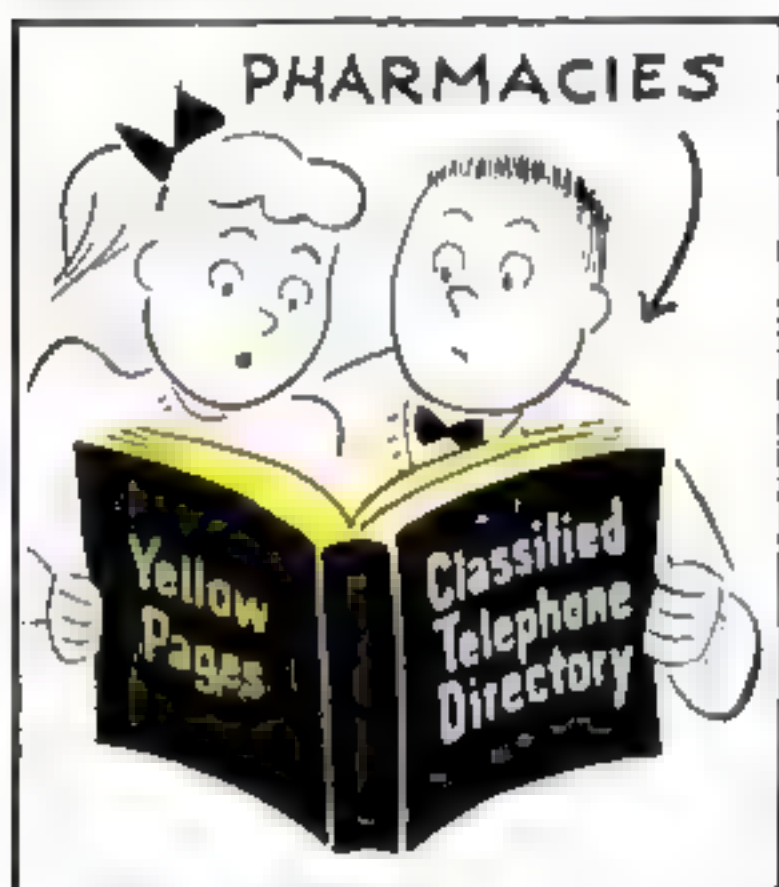
You've heard a lot of talk about latex bedding values. Now see, feel and SAVE the difference mass production makes possible! Go to your Serta dealer and compare. The name is Serta-Ease, and the sale's on now!



©1958 Serta Associates, Inc.

BETTER HURRY... Sale Ends March 31, 1958... AT YOUR SERTA DEALER

Looking for Something?



drugs, rugs, lumber, glass
doors, floors, nurseries, brass?
whatever you need—

Find It Fast
In The
Yellow Pages

Advertisers displaying this emblem
make your shopping easy.

MACPHAIL ON BASEBALL CONTINUED

► *The old clubs would dominate the new ones.* Of course the greatest tactical problem would be in supplying the new ball clubs at the outset with sufficient players of major league caliber. This problem might be solved by allowing eight of the existing major league clubs to form new teams out of talent already on hand. The new teams would be in different leagues from their parent clubs. The Yankees, for instance, are probably in a better position to put another club in a new National League city than anyone else. Several other strong clubs in both leagues could do the same thing and still compete with the weaker clubs in their respective leagues.

I can hear the cry go up that this would constitute "syndicate baseball." But the size of farm systems and the number of players controlled by any one club could be regulated to give the weaker clubs a better chance. In addition, all clubs with multiple interests would be required to dispose of them within a reasonable period. That the game would not suffer in the meantime is proven by baseball history: the Little World Series battles between Newark and Kansas City both in the Yankee system were among the most interesting and bitterly contested of all the series.

There are those who say that multiplying the number of leagues would lessen the appeal of the World Series. But a series between the east and west champions of each league to determine which was the stronger and better able to represent the league in the final series for the world championship would increase rather than diminish interest.

Giving major league baseball to the whole country could bring about a renaissance. It would create new interest in new sections and revitalize the old ones. It would bring about the construction of great modern parks with municipal help. It would hasten the rehabilitation of present stadiums in places like Cincinnati where the city and county are now spending \$2 million to provide better parking.

When baseball makes up its mind to do a job it does a pretty good one. But it better get on with this one. If it doesn't, it may never again get the chance. Certain politicians have recently been sticking their noses into baseball's affairs. They have introduced a bill in Congress which, if passed, would make all professional team sports subject to antitrust laws—and this would probably put them out of business.

No one person, including the commissioner of baseball, has all the answers. I don't pretend that I have them all. The leagues might do well to follow the course they adopted in 1946 and appoint a policy committee. This committee would be authorized to analyze and determine, with expert assistance, which areas are best qualified to support major league baseball. A competent committee could present a workable plan that would be approved by a majority of the major league club owners.

It is my hunch that this plan would enable baseball to meet its third great crisis. If the club owners give major league ball to the whole country, and if they get about the business of preserving its heritage as a team sport instead of another entry in the entertainment field, my grandchildren will be able to celebrate the 100th anniversary of the World Series in the year 2003. I don't know whether the opening game will be played in Yankee Stadium or on the moon, but I'm sure that baseball will have been re-established as the national sport and pastime.



BASEBALL'S FATE if reforms are not carried out, MacPhail indicates, is illustrated by waist-high grass growing at Braves Field in Boston after Braves moved to Milwaukee. Field was later adopted by Boston University.



MUSTEROLE with GM-7 Speeds
"Baked Heat" Comfort to
**COLD'S ACHES,
SORE MUSCLES**

Musterole helps you feel better fast! Its amazing pain-reliever, GM-7 (glycol monosuccinate), plus stimulating oil of mustard sends a glow of warming comfort that eases local congestion; soothes, relaxes sore, stiff muscles, eases aching back and strains.

Musterole also repeatedly helps minor pains of rheumatism, neuralgia, lumbago. It's the only family rub in 3 strengths: Regular, Extra Strong, Child's Mild. Save—buy large size tubes.

MUSTEROLE

The Medicated Powder That
RELIEVES and PREVENTS
Minor Skin Irritations—
Diaper Rash—Shoe Rub

Mexsana's gentle medication checks skin surface bacteria. Its pure cornstarch base absorbs irritating moisture, clings close, guards against chafe. 39c, 79¢ and \$1.29.



nifty and thrifty
Sir Jac
in popular poplin



only about
\$3.95
for men

only about
\$3.49
for boys

This exciting Sir Jac has to be seen to be appreciated. Handsomely crafted in famous Dan River Danetorm poplin, it offers a host of fine quality features... corded slash pockets—elastic side inserts—two button adjustable cuffs—full zipper front. Water repellent, pre-shrunk and guaranteed washable, it comes in a wide range of popular colors. See this all-around, year-around Sir Jac at your favorite store. Ask for Model 2130.



Stahl-Urban
COMPANY
TERRE HAUTE, INDIANA
BROOKHAVEN, MISSISSIPPI

TWO NEW SHORTCUTS

to a delicious meal in minutes



ONE : NEW, IMPROVED MINUTE RICE!

Adds its own natural rice goodness...
picks up and blends the flavors as no other rice can.
(And when you serve *new* Minute Rice as
a vegetable, it's ready to eat in 5 minutes!)

TWO : CARNATION 3-MINUTE CHEESE SAUCE!

So easy to make. Lump-free cheese sauce every
time. The secret is Carnation, the milk with the
special blending qualities that assure smoother
results...without fail. No other form of milk will do!

TUNA-RICE AU GRATIN

1½ cups water
½ cup chopped green pepper
2 tablespoons chopped onion
2 tablespoons chopped pimiento
½ teaspoon salt
1½ cups (4½-ounce box) MINUTE RICE
2½ cups Carnation 3-Minute Cheese Sauce
1 cup (7-ounce can) tuna, drained & flaked

Bring water, pepper, onion, pimiento and salt to
boil in saucepan. Add rice and mix just to moisten
all the rice. Cover; remove from heat and let stand
about 5 minutes. Meanwhile, prepare Carnation
3-Minute Cheese Sauce (at right). Add tuna to sauce.
Arrange hot rice mixture in mounds on plates.
Serve tuna-cheese sauce over rice. Makes six servings.

Cheese Sauce - makes 2½ cups

1½ cups (large can) undiluted CARNATION EVAPORATED MILK
½ teaspoon salt
2 teaspoons dry mustard
2 cups (about 8 ounces) grated process American cheese

Simmer Carnation, salt and mustard in saucepan over medium
heat to just below boiling (about 2 minutes). Add cheese. Stir
over medium heat until cheese melts (about 1 minute longer).

Gobs and gobs of



DE SOTO...the exciting

THREE WONDERFUL WAYS TO GO DESOTO!

room



Fore and aft, there's plenty of room in a new De Soto. Leg room, head room, side room. And roominess is only the start of the story.

NEW LOOK! Styled for the future, De Soto is sleek as a newly christened cruiser. A big, new windshield gives you clear visibility horizon to horizon.

NEW ENGINE! Turn the key in a new De Soto. That giant purring under the hood is the new Turboflash V8 engine—powerful, quiet and economical.

NEW RIDE! Improved De Soto Torsion-Aire ride carries you smooth and steady over superhighways or super-ruts. It takes you around corners without lean or sway... lets you stop without nose-dive. Standard equipment on all De Soto models. See them at your neighborhood De Soto dealer's today.

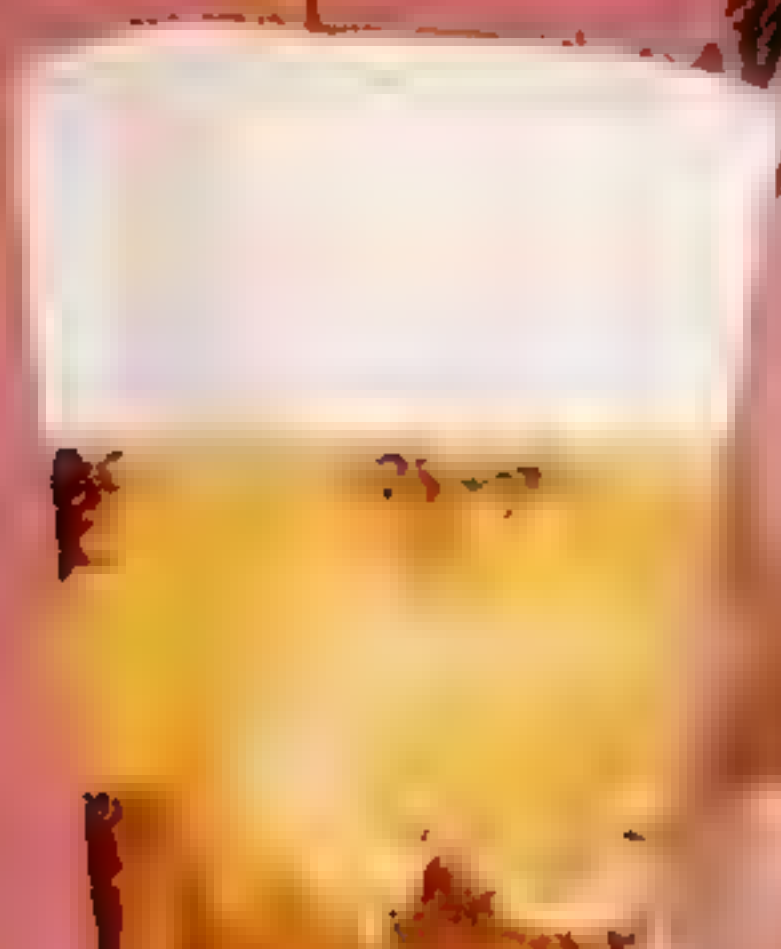
De Soto dealers present Groucho Marx in "You Bet Your Life" on NBC Television

look and feel of the future

FIREWEEP... big-value leader for 1958

FIREDOKE... smart new pacemaker

FIREFLITE... the ultimate in luxury



Budweiser®

When there's life, there's Bud.

ST. LOUIS • NEWARK • LOS ANGELES

Copyrighted



FASCHING PRINCESS CARMA BAGGS OF OGDEN, UTAH AND PRINCE WALDEMAR WAGENHAUSER PRESIDE OVER THE AUTO CLUB'S CARNIVAL BALL IN WÜRZBURG

Utah Girl's Reign in Bavaria

On a balcony in Würzburg the princess from Ogden, Utah paused (*above*) for a moment with her richly costumed prince, while in the hall below, 1,200 of her loyal subjects danced, drank and sang to celebrate one more wild carnival night. The girl was Carma Baggs, a 29-year-old school-teacher who teaches servicemen's children at a Bavarian U.S. Army base. For 41 days she reigned over Würzburg as Carma the First in the traditional Bavarian pre-Lenten carnival called *Fasching*. She and a local seller of a medicinal drink were chosen as princess and prince of "love and joy," to preside over the hundreds of uninhibited and violently gay *Fasching* parties the townspeople give.

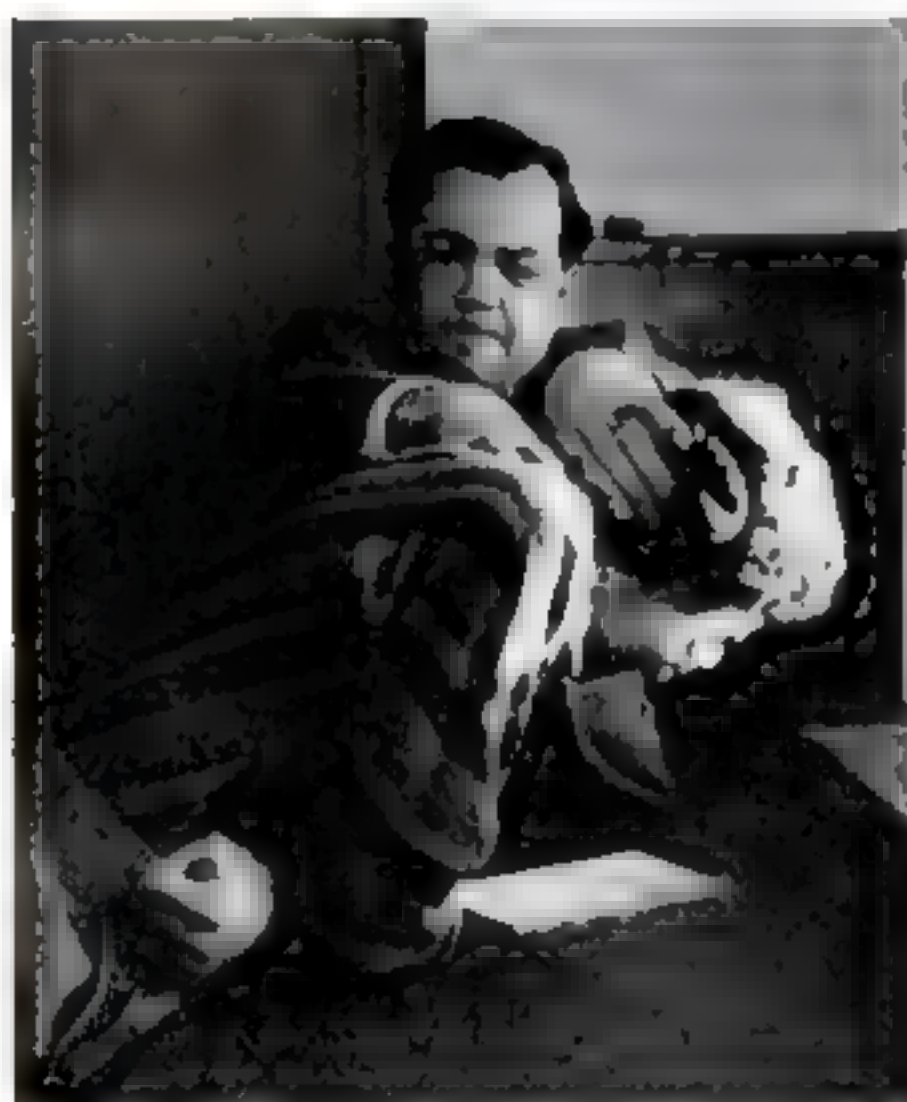
Night after night Princess Carma showed up at the parties, led the

singing and dancing (*cover*) and made ceremonial speeches in German, which she barely speaks. Her subjects would have been hurt if she did not dance with all comers, submit to hundreds of kisses and never leave till the last. Often she got home at 5 a.m., had to get up in time to meet her first class at 8:00.

Carma lost 10 pounds and sometimes came to tears meeting the joyous routine but she found being the town's princess an exhilarating honor. Wherever she went in Würzburg people crowded to watch and men always doffed their hats. Most impressive of all was the effect on her American schoolchildren. "My fourth graders are in awe," says Carma. "They don't call me 'our teacher' anymore. They say 'our princess.' "



TEACHING CLASS, Carma talks to pupil. Prince got time off from work but Army kept Carma on job.



LEARNING SPEECHES, she gets playful neck-wringing by teacher for mispronouncing German.



DRAWING ATTENTION, Carma takes gown to dressmaker for alterations because she lost weight.

AT SPORTS CLUB PARTY the royal pair join Fasching council (foreground) in a drinking song. →



AT BAKERS' WIVES SOCIAL, she and Prince Waldemar, preceded by their court guard, make

their entrance in the traditional parade they put on at every party they visited. Most of the Fasching





celebrations were given by trade or professional groups, sports clubs or special carnival committees.



← CEREMONIOUS TOAST is given Carma by her chamberlain. Behind stands a member of her court.



IN WINE CELLAR beneath Würzburg palace Carma (center) tastes a rare wine only drunk there.



A SHOE THAT GOT LEFT IN THE CHURCH

Along with something old, something new, etc. the bride, when she is getting married, is supposed to wear shoes. Nancy Vance was properly shod as she made her way down the aisle to marry Donn Sponsler at the United Presbyterian Church in Bellefontaine, Ohio. But the grating of a ventilator concealed under the white runner caught her heel. Thinking quickly,

Nancy slipped off the shoe and hobbled to the altar. She took the other shoe off during the ceremony and came back up the aisle in her stocking feet. As she was talking with guests at the rear of the church, an usher brought the shoe she had left at the altar and Photographer Harlan Hoover, who made this picture, brought the one he had picked up in the aisle.



Manhattan melody—in the key of “Ah!”

LIKE MANHATTANS that really “sing” with flavor?

Then “tune them up” with one of our rare Old Taylor Kentucky bourbons!

For extra rich, smooth, and deeply satisfying taste, use 100 proof bonded Old Taylor—most flavorsome of all bourbons, prized by generations of connoisseurs.

Or, perhaps you prefer bourbon in gentler 86 proof? A whole new pleasure awaits you with lighter, milder, lower-priced Old Taylor 86! Already famous throughout the land, Old Taylor 86 is the lightest *full-flavored* bourbon bottled.

Your precious moments of relaxation become moments of pleasure with an Old Taylor-Made drink.

OLD TAYLOR

“The Noblest Bourbon of Them All”



Straight from Kentucky—A Truly American Whiskey



KENTUCKY STRAIGHT BOURBON WHISKIES • 100 & 86 PROOF • THE OLD TAYLOR DISTILLERY CO., FRANKFORT & LOUISVILLE, KY. • DISTR. BY NATIONAL DISTILLERS PRODUCTS CO.



SIGN OF GOOD TASTE...EVERYWHERE



Join us for Coca-Cola in the heart of New York City . . . where the fun of ice-skating holds sway from October to May.

AT ROCKEFELLER CENTER, TOO...THE REFRESHMENT THE WHOLE WORLD PREFERS

Yes . . . you know Coca-Cola had to be good to get where it is. ● Over 58 million times each day, in more than 100 countries, people everywhere enjoy the special good taste, the welcome lift, which Coke provides. ● *Have a Coke . . . so good in taste, in such good taste . . . always.*

*ROCKEFELLER IS A REGISTERED TRADE-MARK. COPYRIGHT 1958 THE COCA-COLA COMPANY.